



HEALTH TOURISM IN TURKEY AND PRACTICAL EXAMPLE OF ITS ECONOMIC DIMENSIONS

**Murat KORKMAZ¹, Ayhan AYTAÇ², Ali Serdar YÜCEL³, Bülent KILIÇ⁴,
Fikriye TOKER⁵, Sefer GÜMÜŞ⁶**

¹*Güven Group A.Ş. Finance Director*

²*Trakya University Faculty of Economics and Administrative Sciences, Economy Master of Science*

³*Firat University, School of Physical Education and Sports*

⁴*Orthopedist and Traumatologist*

⁵*Trakya University Health Management Master of Science*

⁶*Beykent University Institute of Social Sciences*

Abstract: Turkey has made significant progress in health tourism within the last 20 years and began to compete with the most successful countries in health tourism. Also, the income obtained from health tourism has an important impact on the income obtained in health sector in Turkey and makes great contribution to the economy. This study aims to investigate the place of health tourism in health sector and its impacts on it. Within this context, various statistical data regarding the spending on health and health tourism between 2004-2013 was used. The data obtain from TUIK (Turkish Statistical Institute) was analysed via PASW Statistics 18 (SPSS-Statistical Package for Social Sciences) package program. Within the scope of the analysis, frequency tables and regression tests were used. The research findings illustrated that private hospitals were preferred more in health tourism, Germany, Bulgaria and Iraq are among the countries that send most health tourists, service is obtained more in other branches and eye and oncology fields and health tourism income is affected by the number of the tourists. The results of the study indicated that foreigners make up 70% of total health tourists in 2013, the rate of health spending in health tourism is 2.3% and health tourism income increased total heath income significantly.

Key Words: Tourism, Economy, Health Care, Process, World, Competition, Industry

INTRODUCTION

Tourism activities considered as old as human history, has reached great dimensions today. Tourism, defined as the science, art and trade of attracting tourists and providing service to tourists has gained a quality that expands investments and work volume, creates incomes, provides foreign

exchange, creates employment areas, meets the social and humanitarian functions affecting social and cultural life (Küçükaslan, 2006:2).

The need to diversify tourism has become a reality for our country. Many opportunities are available for our country to diversify tourism (Hacıoğlu and Şahin, 2008: 35). In this regard, health tourism

is one of the significant alternatives, and it has become a worldwide important industry with substantial development (Emir et al., 2008:397).

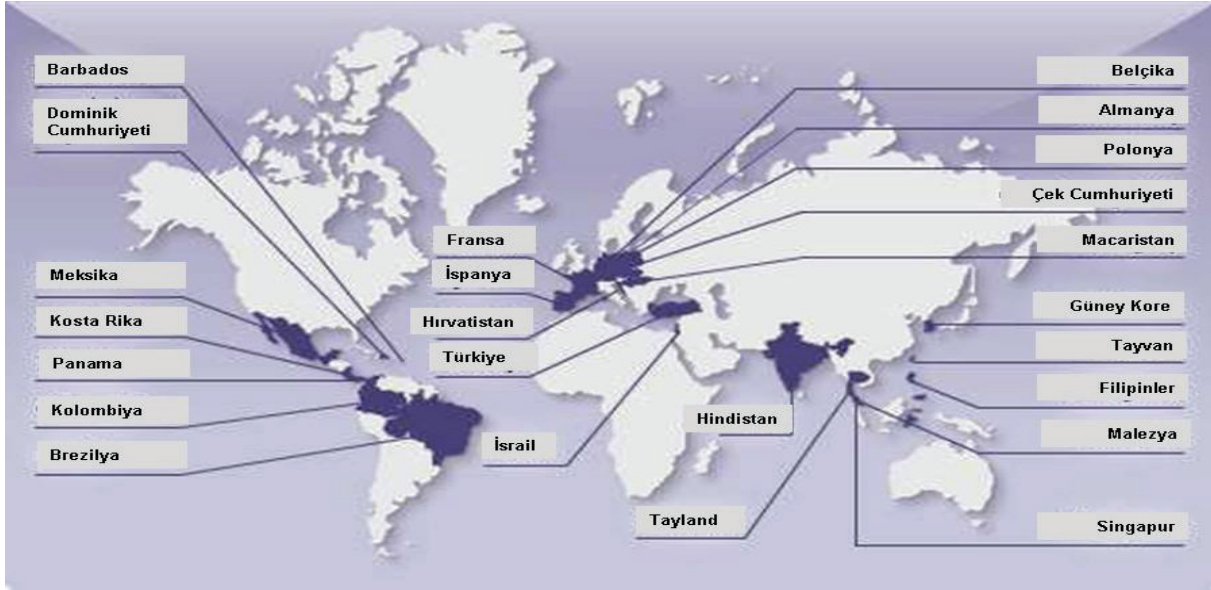
Health tourism is one of prominent sectors within tourism sector, which achieves significant growth with regard to investment and tourist number annually across the globe. People with health problems travel to convenient countries in order to obtain better health service with less cost. Moreover, wealthy people in underdeveloped countries travel to developed countries due to limited health opportunities.

Health tourism is the tourism type that allows for the development of health care facilities by using international patient potential in addition to people with needs of organ transplant, tooth treatment, physical treatment, rehabilitation and so on with the aim of improving physical well being of the individual travelling to thermal spring or other health care facilities. In other words, health tourism can be summarized as the travels made from the permanent residence to another place (domestic or foreign) for any reason related to health (Ministry of Culture and Tourism, General Directorate of Investment and Establishments, 2014).

Health tourism is the tourism type that allows for the development of health care facilities by making use of the individuals with the needs of physical therapy and rehabilitation and international patient potential. (Health Tourism Report in the World and Turkey, 2010).

In the general sense, health tourism is regarded as an organized tourism movement encompassing medical tourism, thermal spring Tourism (Thermal Spring + Spa & Wellness), and elderly care visits (www.ktbyatirimisletmeler.gov.tr).

In the recent years, the environmental problems resulting from the rapid population growth, industrialization and urbanisation pose threats against and deteriorate human lives and create an environment, which reduces productivity. The people who have to be present in such environments turn towards health tourism in order to protect their health, to be more productive and find cures to the diseases (Çonkar and Gülmez, 2004: 289).



Barbados: Barbados, Dominik Cumhuriyeti: Dominican Republic, Meksika: Mexico, Kosta Rika: Costa Rica, Panama: Panama, Kolombiya: Colombia, Brezilya: Brazil, Fransa: France, İspanya: Spain, Hırvatistan: Croatia, Türkiye: Turkey, İsrail: Israel, Hindistan: India, Tayland: Thailand, Belçika: Belgium, Almanya: Germany, Polonya: Poland, Çek Cumhuriyeti: Czech Republic, Macaristan: Hungary, Güney Kore: South Korea, Tayvan: Taiwan, Filipinler: Philippines, Malezya: Malaysia, Singapur: Singapore

Image 1: The Map Illustrating The Countries Engaging In Health Tourism (Health Tourism Report In The World And Turkey, 2010)

Health tourism aims at offering medical alternatives in order to ensure wellness of patients and patient families. In parallel with the high education and welfare level in developed countries, service provision might have high costs. The share of the health needs and health expenses of the population getting older in developed countries increases day by day (Ministry of Culture and Tourism, 2010).

Health tourism, which draws attention as the most rapidly developing industry in Turkey, is one of the important in terms of the economic, social and political return it provides to the countries. Taking into consideration that 600 million health tourists across the world spend 2500 dollars in

average in addition to the health tourism spending expected to reach 100 billion dollars in 2012, the magnitude of the sector becomes evident. Today, Turkey has become an attraction centre that draws the patients in Europe with the health service it provides. It ranks among the 7 top ten countries in the world in terms of source richness and potential (Gülen and Demirci, 2012).

In 2008, 5.1 trillion and in 2009 5.4 trillion USD in total were spent on health. Countries allocate money changing between % 2 and % 16 of the GNP for health spending. This rate is % 5.7 in Turkey (TÜSİAD, 2009).

Europe is on the top in the regional distribution of tourism income in the world. Europe is followed

by America, Asia and Africa respectively. Tourism contributes to employment, income level, easing the domestic/foreign debt, balancing spending and raising the welfare level of the people in various countries with tourism potential, particularly in developing countries (TSV, 2010: 9).

Also, the benefits of health tourism for the countries include the contribution of the revenue obtained

from foreign tourists to the economical welfare of the country, enhancing the information exchange between the countries and developing partnership strategies between them, contributing to the technology and information transfer between the countries, providing better service to the domestic patients because of the international competition provided to the foreign patients (Annette and De Arellano, 2007).

Table 1. The Share Of Turkey In World Tourism And Internal Tourism (Gülen And Demirci, 2012)

Years	Number of the international tourists (million)	The number of the tourists visiting Turkey	International tourism income (billion USD)	Turkey's tourism expenses (million USD)
1980	277	1.288.060	102	326
1985	330	2.614.924	116	1.482
1990	455	5.389.308	255	3.225
1995	581	7.726.886	380	4.957
2000	687	10.412.000	481	7.636
2005	806	21.124.886	593	18.154
2010	1006	19.648.882*	682	10.043**
2020	1561***			

Source: World Tourism Organization (WTO), Türsab, Turkish Tourism Investors Association

*January-August 2010(TYD)

** January-July 2010 (TYD)

*** WTO Estimation

ith regard to Turkey tourism, 27 million tourists visited Turkey in 2009 and Turkey obtained 22 billion dollars of revenue. While Turkey ranked 29th in 1990, it rose to 7th position in 2009 (Gülen and Demirci, 2012). The number of the tourists visiting our country for health tourism is 91.504.

Primary purpose of these visits is eye surgeries and infertility treatment. Tourists averagely spend is 4-5 days and spend 2500 dollars. All these figures and staying time illustrate the contribution made to the economy by health tourism compared to holiday tourism (Yılmaz, 2010: 27).



Turkey rose to 5th position in health tourism in which it started its journey from the 21th position in the world and rose to third position in terms of income. According to the data by Turkish Health Tourism Development Council, Turkey hosted 587.000 tourists in 2011 and obtained 3,5 billion dollars. 2015 goal has been set as 1 million patients and 10 billion dollars return. Turkey, which gained a significant infrastructure with the increase in state research hospitals and private hospital investments, expands the share it obtains from health tourism that reached a magnitude of 400 billion dollars day by day (www.turizmyatirimdergisi.com.tr).

Geographical location and moderate climate, 2th position in the world with 39 hospital accredited by JCL, presence of qualified human sources (especially in medicine and tourism areas), adequate bed capacity of the hospitals, having necessary physical and technological hospital infrastructures and having qualified doctors, developing private hospital sector and increasing number of the personnel who can speak different languages, lower health service cost offered in Turkey compared to European Union countries,

adequate number of high quality hotels that will support health tourism, suitable climate conditions, presence of historical and touristic centres and rich thermal springs (1st in Europe and 7th in the world) are among the major advantages (Gülen and Demirci, 2012).

Moreover, medical tourism in Turkey can be sustained along with thermal tourism and it manifests itself as a very significant advantage of our country. Turkey, which is located on an important geothermal line in terms of tourism, is among the top seven countries in the world with regard to source richness and potential in this area (Western Blacksea Development Agency, 2011).

According to Western Mediterranean Development Agency data, health tourism grows between %6 and %12 annually. The patients from Germany constitute the majority of the patients receiving treatment in Turkey. The most important reason why many tourists coming from different countries prefer the health care facilities in Turkey for treatment is that the surgical operations conducted in Turkey are low-cost (Western Blacksea Development Agency, 2011).

Table 2. Comparison Of The Price Of Health Services In Countries (Thousand Dollars)

	USA	TURKEY	INDIA	THAILAND	SINGAPRE
Angio	47	5	11	10	13
Heart Bypass	113	12	10	13	20
Cardiac Valve Replacement	150	17	9.5	11	13
Hip Joint Replacement	47	11	9	12	11
Knee Joint Replacement	48	11	8.5	10	13
Spinal Fusion	43	7	5.5	7	9

Source: OECD (Medical Tourism: Treatments, Markets and Health System Implications), 2011; Health Tourism Guide in Turkey, 2012).

When Table 2 is examined, comparing the health service prices in Turkey and Asia with America, the price advantage in Turkey and Asia can be understood very well.

Turkey hosts most patients from Germany, Turkic Republics, Bulgaria, Romania and neighbouring countries like Iraq. The increase in the number of health tourists in years is directly proportional to the recognition level of health tourism. Health tourists coming to our country provide a

price advantage with %50 and %65 rates per treatment. Making optimal use of the resources in hand, conducting advertisement and promotion studies aimed at target market effectively and turning the health tourism into a national policy and proceeding with state support is of great importance for the future of the health tourism. Target countries of Turkey in health tourism are given in the table below (Western Mediterranean Development Agency, Health Tourism Sector Report, 2013).

**Table 3. Target Countries Of Turkey In Health Tourism**

Angola	Madagascar	Germany	Montenegro	USA	Azerbaijan	Qatar
Sudan	Mali	England	Russia	Canada	Uzbekistan	Iraq
S. Sudan	Mauritania	Holland	Ukraine		Turkmenistan	Kuwait
D.Kongo	Uganda	Denmark	Romania		Kazakhstan	Saudi Arabia
Libya	Tunisia	Norway	Switzerland		Tajikistan	Yemen
Chad	Zambia	Sweden	Luxemburg		Mongolia	Bahrain
Ghana	Senegal	Finland	Belgium		Afghanistan	UAE
Nigeria	Ethiopia	France	Bosnia Herzegovina		Pakistan	
Kenya	Algeria	Albania	Kosovo		Kirghizstan	
Tanzania	Cameroon	Macedonia				

Source: Ministry of Economy, Communiqué No. 2012/4 on Supporting Currency Providing Service Trade, Annex A-4, 2012).

The number of the foreign patients visiting Turkey in the last years is over 100.000 and it was found that tourists travelling to Turkey for health spend almost more than five fold of the normal tourists. It is reported that a tourist visiting Turkey spend between 3.500 and 35.000 dollars only for medical intervention excluding the travel expenses and expenses other than hospital. Occasionally, this figure might be higher. Taken into consideration the other expenses like accommodation, transportation and accompanying person, it can be clearly seen that tourism income is substantial. Besides, taken the direct and indirect taxes paid into account, the importance of health tourism in economy is underlined. Another advantage, the increase in the demand for service and the improvement and development studies conducted in the sector within this context have paved the way for Turkish people to get better health service (Quoted in: Mert, 2013).

Turkey has some features which makes it prominent in health tourism. Turkey is one of the countries offering affordable prices in health tourism. Sometimes, price advantage provided by Turkey reaches 70%. Accessing more than 60 countries without visa is another advantage (Çukurova Development Agency, Health Tourism Clustering Study, 2012).

OBJECTIVE, SCOPE AND METHOD

The research makes use of the health spending and health tourism statistics of 2004-2013 obtained from Turkish Statistical Agency and sağlık turizmi. org web site. The study aims at determining the impacts of health sector on Turkish health sector and make forecasts regarding the future.

To this end, total health tourism data, the distribution of foreign and Turkish citizens, total health tourism spending data was examined. Regression

method was employed in order to determine the correlations and to what extent it affects.

Data Analysis

Data set obtained from Turkish Statistical Agency was analysed via PASW Statistic 18 (SPSS-Statistical Package for Social Sciences) package programme. Within the scope of the analysis, frequency tables and regression tests were used.

The distribution of patients receiving health service according to hospital types by Years:

Examining the distribution of tourists visiting Turkey so as to receive health service in Turkey according to hospital types by years, it was identified that state hospital are the least preferred type. Private hospitals are preferred more than the state hospitals. The gap deepened in years and reached 102% in 2012.

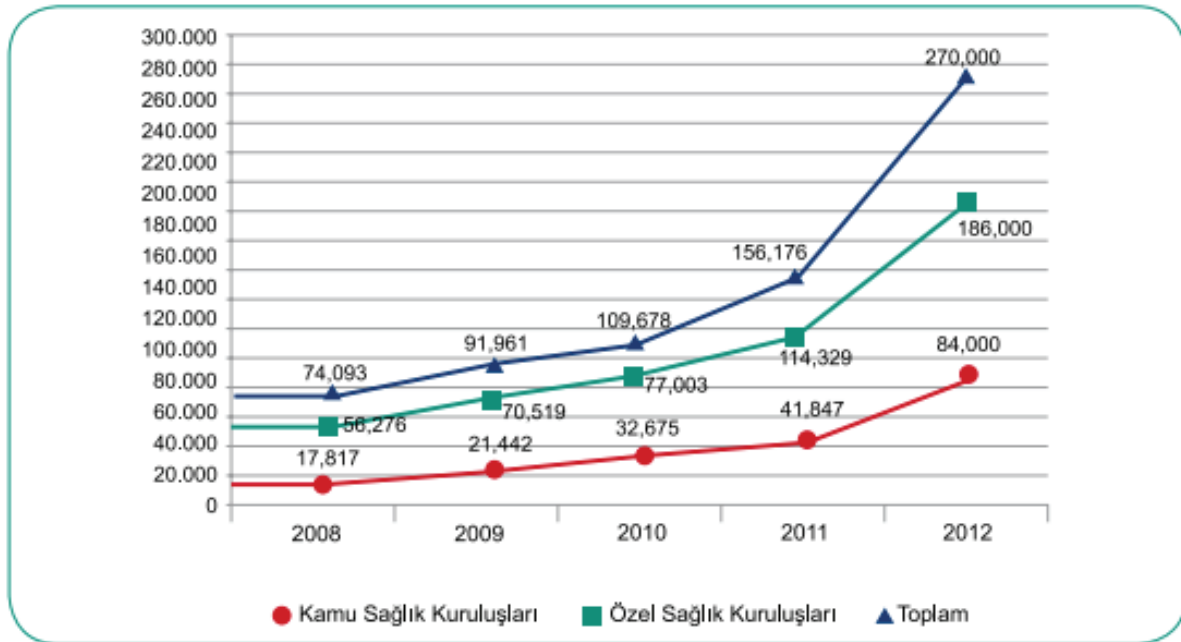


Image 2. The Distribution Of Tourists Visiting Turkey In Order To Receive Health Service According To Hospital Type By Years

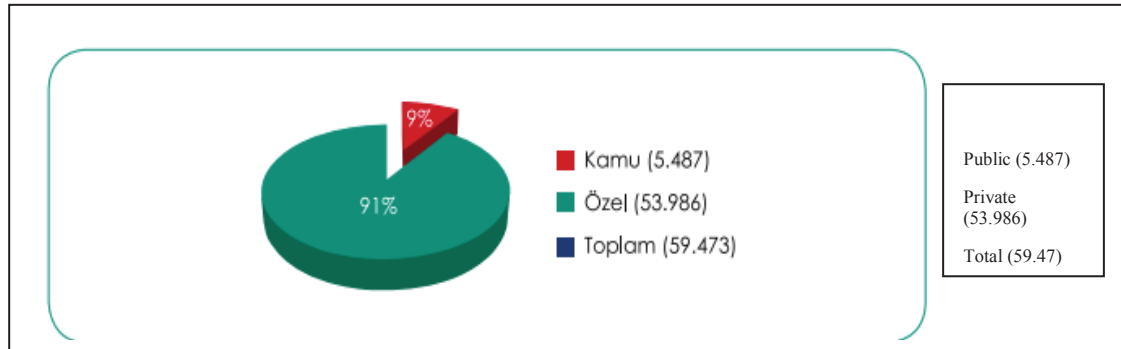


Image 3. The Graph Illustrating The Distribution Of Tourists According To The Hospital Types

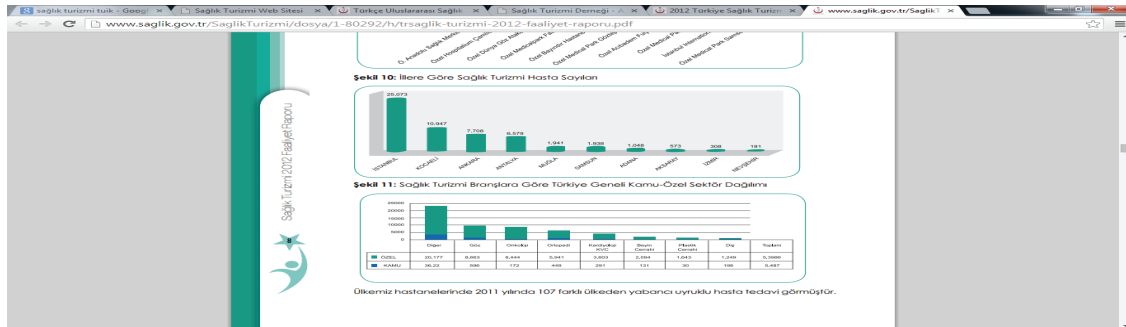
Distribution of the number of health tourists by countries and provinces:

Germany ranks first. Germany is followed by Bulgaria and Iraq.

Examining the distribution of the health tourists visiting Turkey by countries, it can be seen that

Examining the distribution of the cities where tourists come from, Istanbul leads by far. Kocaeli and Ankara are in top three.

Image 4. The Distribution Of The Number Of Health Tourists Visiting Turkey By Countries



Almanya: Germany Bulgaristan: Bulgaria Irak: Iraq Romanya: Romania Libya: Libya
Azerbaycan: Azerbaijan İngiltere: England Hollanda: Netherlands ABD: USA Rusya: Russia

Image 5. The Distribution Of Tourists Visiting Turkey By Provinces

Distribution of health tourists by branches:

services rank first. Eye and oncology branches are the other branches in top three.

Examining the distribution of health tourists visiting Turkey, it can be seen that other health

Private hospitals rank first in all health branches.
However, the share of state hospitals is bigger
compared to others in other health branch.

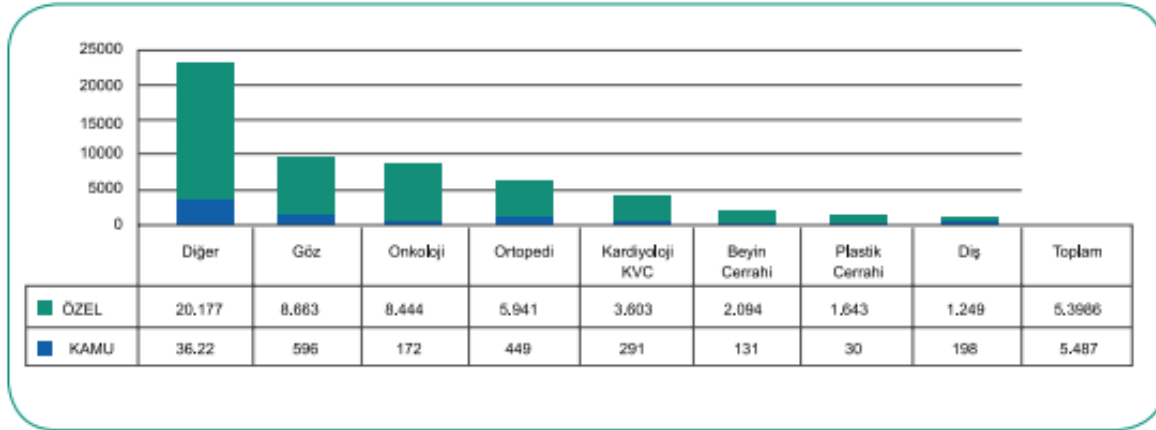
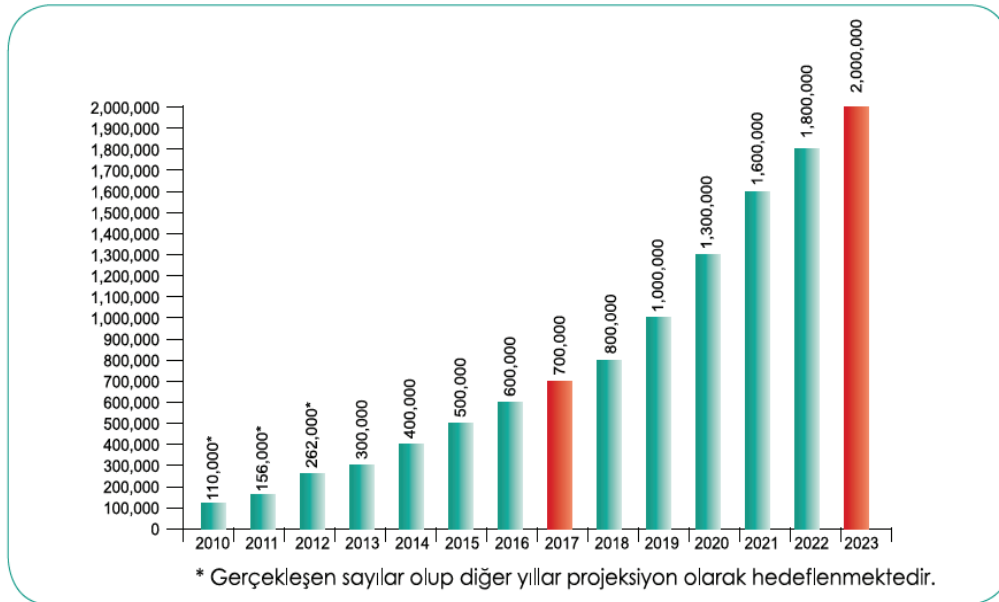


Image 6. The Distribution Of Health Tourists Visiting Turkey By Branches

2023 Vision in Health Tourism:

With regard to the future vision of health tourism,
it is predicted that the number of the health tourists

will increase gradually by 2023. It is aimed that
this number will increase five folds and reach 2
million people.



*The figures are achieved and other years are projected

Image 7. The Number Of The Tourists Between 2010- 2023

Number of the health tourists by years:

Examining the number of the tourists by years, it is seen that total number of the tourists reached a peak in 2013. The number of the tourists began

to increase again as of 2010. While the number of the Turkish citizens did not show a dramatic increase, the share of the foreign tourists within total tourists number increases day by day.

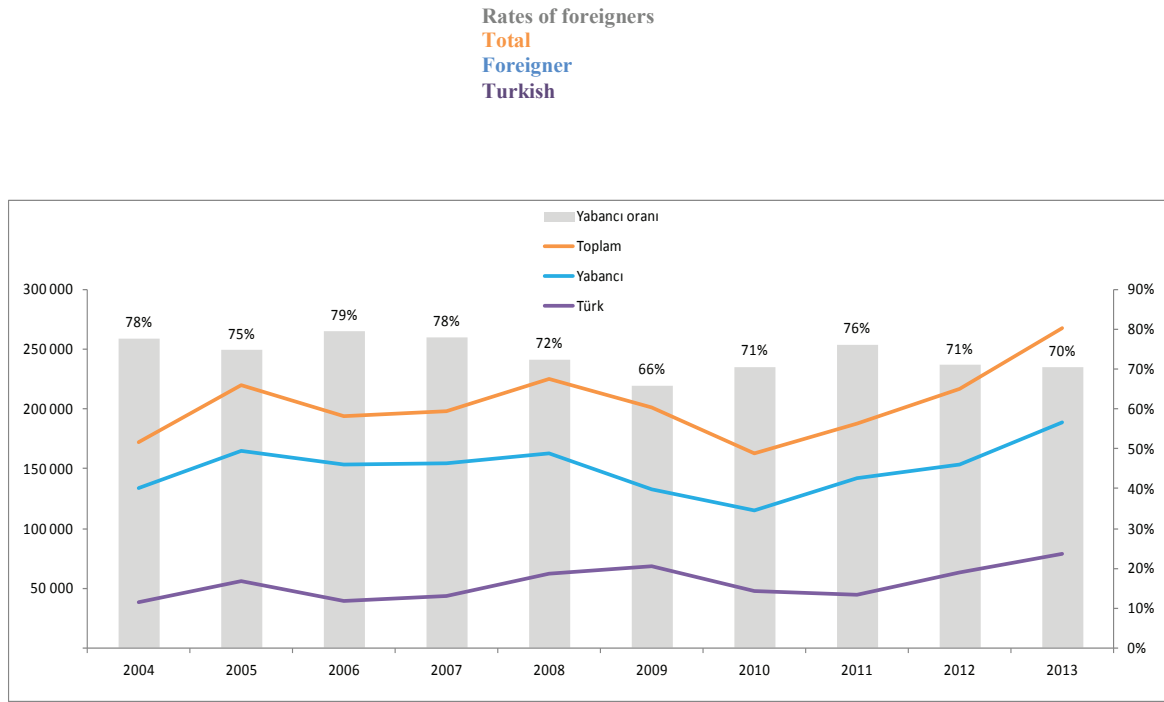


Image 8. Number Of The Tourists By Years (2004-2013)

Health tourism spending by years:

Examining the number of the health tourism spending by years, it is seen that health tourism spending has a very small share within total tourism income. However, the proportion of health tourism increases gradually.

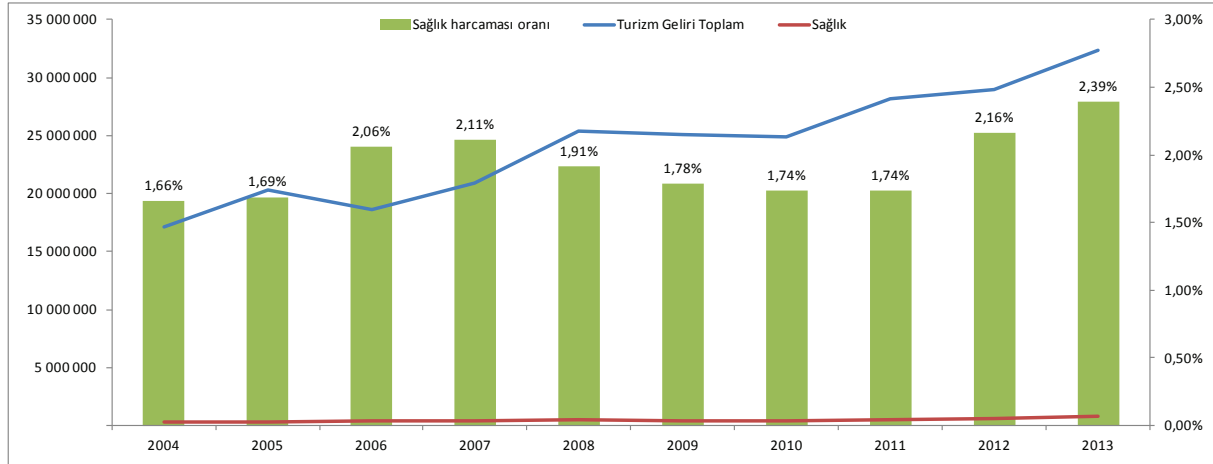


Image 9. Health Tourism Spending By Years

H1: Tourism income is affected by the number of the health tourists.

Two data sets were included in the analysis with the aim of testing the correlation between total tourism income and total number of tourists travelling for health and the following results were obtained:

Highly positive correlation is available between the total number of visitors travelling for health tourism and total health tourism income.

A moderately positive correlation is available between foreign visitors and total health income.

Highly positive correlation is available between Turkish visitors and total health income.

Highly positive correlation is available between the total tourism income and total health tourism income.



		Total visitors Correlations	Foreign visitors	Turkish visitors	Total health income	Total tourism income
		Toplam ziyaretçi	Yabancı ziyaretçi	Türk ziyaretçi	Sağlık geliri toplam	Turizm geliri toplam
Total visitors	Toplam ziyaretçi	Pearson Correlation	1	,922**	,814**	,734*
		Sig. (2-tailed)		,000	,004	,016
	N		10	10	10	10
Foreing visitors	Yabancı ziyaretçi	Pearson Correlation	,922**	1	,524	,567
		Sig. (2-tailed)	,000	,120	,087	,351
	N		10	10	10	10
Turkish Visitors	Türk ziyaretçi	Pearson Correlation	,814**	,524	1	,761*
		Sig. (2-tailed)	,004	,120	,011	,013
	N		10	10	10	10
Total health income	Sağlık geliri toplam	Pearson Correlation	,734*	,567	,761*	1
		Sig. (2-tailed)	,016	,087	,011	,000
	N		10	10	10	10
Total tourism income	Turizm geliri toplam	Pearson Correlation	,566	,331	,748*	,915**
		Sig. (2-tailed)	,088	,351	,013	,000
	N		10	10	10	10

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4. Total Tourism Income And Correlation Table Regarding The Number Of Tourists**H2: Total health income is affected by total visitor number.**

One unit of change in total visitor number creates 2.324 units increase in total health income.

Regression analysis was performed with the aim of investigating to what extent total visitor number affects total heath income. Accordingly:

Table 5. The Correlation Between Total Number Of Visitors And Total Health Income**Coefficients^{a, b}**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Toplam ziyaretçi	2,324	,156	,980	14,925	,000

a. Dependent Variable: Sağlık geliri toplam

b. Linear Regression through the Origin

H3: Total health income is affected by total foreign visitor number.

Regression analysis was performed with the aim of investigating to what extent total foreign visitor number affects total heath income. Accordingly:

One unit of change in total foreign visitor number creates 3.148 units increase in total health income.

Table 6. The Correlation Between Total Foreign Visitor Number And Total Health Income

Coefficients ^{a, b}					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Yabancı ziyaretçi	3,148	,245	,974	12,873	,000

a. Dependent Variable: Sağlık geliri toplam

b. Linear Regression through the Origin

H4: Total health income is affected by total number of Turkish visitors.

One unit increase in total number of Turkish visitor creates 8,623 units of increase in total health income.

Regression analysis was performed with the aim of investigating to what extent total number of Turkish visitors affects total health income. Accordingly;

Table 7. The Correlation Between Total Number Of Turkish Visitors And Total Health Income

Coefficients ^{a, b}					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Türk ziyaretçi	8,623	,520	,984	16,570	,000

a. Dependent Variable: Sağlık geliri toplam

b. Linear Regression through the Origin

H4: Total tourism income is affected by total health tourism income.

One unit change in total health tourism creates 49.901 units of change in total tourism income.

Regression analysis was performed with the aim of investigating to what extent total health tourism income affects total tourism income. Accordingly;

**Table 8. The Correlation Between Total Health Tourism Income And Total Tourism Income****Coefficients^{a, b}**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Sağlık geliri toplam	49,901	2,138	,992	23,339	,000

a. Dependent Variable: Turizm geliri toplam

b. Linear Regression through the Origin

DISCUSSION AND CONCLUSION

Recently, it is seen that a vast number of patients from different countries prefer private health care facilities in Turkey. The major reason is that the medical operations performed with modern methods in the country of origin are conducted with affordable prices in our country (İçöz, 2009). Medical operations performed with modern methods by world wide known Turkish doctors cost less in our country compared to Europe and USA thanks to high quality infrastructure and equipment (Gençay, 2007:179). In line with the findings obtained in our study it was determined that tourists prefer private hospitals most in health tourism.

Most tourists come to Turkey from Germany, Turkic Republics, Bulgaria, Romania and neighbour countries like Iraq. The increase in the health tourists by years is directly proportional to the increase in the recognition of our country in health tourism. The tourists visiting our country provide a price advantage between 50% and %65 per treatment (Western Anatolia Development Agency, Health Tourism Sector Report, 2013). Another result worth pointing out in our study is that Germany, Bulgaria Iraq are among the countries that send most tourists to Turkey.

In Turkey, the most striking city in medical tourism is İstanbul. It has more than 200 private hospitals, more than 10 university hospitals. At least 50 out of them are luxurious and modern and re equipped medically and technologically. 20 out of 30 hospitals accredited by JCI are located in Istanbul. In this regard, Istanbul is a leading country both in Turkey and abroad in terms of the health tourism (Aydın, 2009:1).

Especially as of 1990s, it is seen that important investments were made in private sector health services in addition to state health services. As a result of these developments, the number of the private health care facilities that can meet the European standards has begun to rise in Istanbul, Ankara, Antalya (Çiçek and Avderen, 2013). Also, state and private university hospitals, particularly Istanbul and Ankara, are equipped with the cutting edge technology and a great number of universities can provide advance technological service in oncological treatment, cardiovascular surgery, orthopaedics, brain surgery, paediatric surgery, plastic surgery, eye and tooth. Moreover, it is possible to perform cyber knife, robotic surgery, bone marrow and organ transplantation at these hospitals (Union of Turkish Health Provinces, 2014). Accordingly, it was concluded in the

study that health tourists receive service mostly in Istanbul, Kocaeli and Ankara. It can also be said that thermal enterprises in Ankara are active in health tourism.

Other important conclusions that were drawn from the study are;

- Health tourists receive service most in other branch and eye and oncology branches.
- About 2 million health tourists are predicted to visit Turkey by 2023.
- The number of foreign health tourists in 2013 accounts for 70% of total number of health tourists.
- The rate of health spending in 2013 is 2.3%.
- Total health tourism income is affected by the number of health tourism visitors.
- Total health tourism income is affected 2.3 units from total visitors, 3.1 units from foreign visitors, 8.6 units from Turkish visitors.
- Also, total tourism income is affected by total health tourism income. Total tourism income is affected 4.9 units from total health income.

REFERENCES

ANNETTE, B. and DE ARELLANO, R., (2007).

Patients Without Borders: The Emergence of Medical Tourism. International Journal of Health Services, 37(1):193-8

AYDIN, D., (2009). Medikal Turizmin Başkenti İstanbul. Sağlık Turizmi Bulletin 8: 1

BAKA, (2013). Sağlık Turizmi Sector Report

BAKA, (2011). Sağlık Turizmi Sector Report

ÇIÇEK, R. and AVDEREN, S., (2013). Sağlık Turizmi Açısından İç Anadolu Bölgesi'ndeki Kaplıca ve Termal Tesislerin Mevcut Yapısının ve Potansiyelinin Belirlenmesine Yönelik Bir Araştırma, KMU Sosyal ve Ekonomik Araştırmalar Journal 15 (25): 25-35

ÇONKAR, K. and GÜLMEZ, M., (2004). "Termal Turizm Açısından Sivas'ın Yeri ve Önemi", Cumhuriyetin 80. yılında Sivas Sempozyumu: 289-310

ÇUKUROVA KALKINMA AJANSI, (2012). Sağlık Turizmi Kümelenme Çalışması, Access: <http://astd.org.tr/uploads/files/cka%20sunumu.pdf>, access date: 02.07.2014

DÜNYA'DA VE TÜRKİYE'DE SAĞLIK TURİZMİ RAPORU, (2010). Durum Tespit Raporu ve Çözüm Önerileri: 52

MINISTRY OF ECONOMY, (2012). 2012/4 Sayılı Döviz Kazandırıcı Hizmet Ticaretinin Desteklenmesi Hakkında Tebliğ, Annex A-4

EMİR, O., SOYBALI, H.H. and BAYTOK, A., (2008). Afyonkarahisar'da Termal Turizm Potansiyeli ve Geleceğine İlişkin Beklentiler. Termal ve Maden Suları Konferansı (24-25 April, Afyon, pp. 396-407), Ankara: Sözkese Matbaacılık.)

GENÇAY, C., (2007). Sağlık Turizmi, (Ed.) M. Bulu and İ.H.Eraslan, Sürdürülebilir Rekabet Avantajı Elde Etmede Turizm Sektörü, (pp.172-180). İstanbul: Kazancı Hukuk Yayınevi

GÜLEN, G.K. and DEMIRCI, S., (2012). Türkiye'de Sağlık Turizmi Sektörü, İstanbul



- Chamber of Commerce publications, pub. no: 2011-39, İstanbul
- HACIOĞLU, N. and ŞAHİN, B., (2008).** Üçüncü Yaş Turizmi. (Ed.) N. Hacıoğlu and C. Avcı-kurt Turistik Ürün Çeşitlendirmesi.(pp.17-39) İçinde. Ankara: Nobel Yayın Dağıtım
- İÇÖZ, O., (2009).** Sağlık Turizmi Kapsamında Medikal (tıbbi) Turizm ve Türkiye'nin Olanakları, Journal of Yasar University, 4 (14), 2257-2279
- KÜÇÜKASLAN, N., (2006).** Özel İlgi Turizminde Niş Pazarlamanın Yeri, Paradoks Ekonomi Sosyoloji ve Politika Journal, 2: 1-32
- MINISTRY OF CULTURE AND TOURISM, (2010).** Turizm Çeşitleri October 2010, www.kultur.gov.tr
- MINISTRY OF CULTURE AND TOURISM, GENERAL DIRECTORATE OF INVESTMENT AND BUSINESSES, (2014).** Sağlık ve Termal Turizmi Tanımı, access: <http://www.ktbyatirimisletmeler.gov.tr/TR,11492/saglik-ve-termal-turizmi-tanimi.html>, access date: 01.07.2014
- MERT, G., (2013).** Sağlık turizmi ve uygulanabilirliği, IAAOJ, Social Science, 1(1), 103-126
- OECD, 2011.** “Medical Tourism: Treatments, Markets and Health System Implications: A Scoping Review”, Directorate for Employment, Labour and Social Affairs)
- TURSAB, (2011).** Turizm Gelirleri ve Turist Sayıları, <http://www.tursab.org.tr/tr/istatistikler/turist-sayisi-ve-turizmgeliri/1963-sayi-gelir-ve-degisim> 68.html access date: 19.01.2011
- TÜRKİYE SAĞLIK TURİZMİ REHBERİ, (2012).** <http://www.saglik.gov.tr/SaglikTurizmi/dosya/178962/h/medikalturizmweb.pdf>
- THE HEALTH FOUNDATION OF TURKEY, (2010).** “Dünyada ve Türkiye’de Sağlık Turizmi, 2010 Durum Analiz Raporu ve Çözüm Önerileri”, November, Ankara
- TÜRKİYE SAĞLIK KENTLERİ BİRLİĞİ, (2014).** Kentli Journal, Access: <http://www.skb.org.tr/wp-content/uploads/2014/04/Kentli-15-Web.pdf>, Access date: 02.07.2014
- TÜSİAD, (2009).** “Sosyal işler Komisyonu Sağlık Çalışına Grubu Raporu’.
- WTO, “Tourism 2020 Vision”.** Access: <http://www.unwto.org/facts/eng/vision.htm>, Access date: 01.07.2014
- YILMAZ, C., (2010).** Medikal Turizm Araştırması, <http://tuyev.org/yayinlarimiz/SB.pdf>, Access date: 03.07.2014
- <http://www.ktbyatirimisletmeler.gov.tr/TR,11492/saglik-ve-termal-turizmi-tanimi.html>, Access date: 01.07.2014)
- <http://www.turizmyatirimdergisi.com.tr>, Access date: 02.07.2014
- Note: This paper was presented orally in 8th Health and Hospital Management Congress held in Cyprus on 10/12/2014.**

TÜRKİYE'DE SAĞLIK TURİZMİ ve EKONOMİK BOYUTLARININ UYGULAMALI ÖRNEĞİ

Özet: Dünyanın pek çok bölgesindeki insanlar, ülkelerindeki sağlık hizmetlerinin teknolojik olanaklara sahip olmaması, sağlık hizmetlerinin pahalı sunulması, yetersiz insan gücü kaynakları ya da düşük hizmet kalitesi gibi nedenlerden ötürü daha ucuz ve daha kaliteli tedavi imkanlarına sahip farklı ülkelere gitmektedirler. Sağlık turizmi alanında Türkiye geçmiş 20 yıllık süreç içerisinde önemli gelişmeler kaydetmiş ve dünyanın sağlık turizmi alanındaki en başarılı ülkeleri ile rekabet etmeye başlamıştır. Ayrıca sağlık turizminden elde edilen gelir Türkiye’de sağlık sektörü gelirlerinde önemli etkiye sahip olmakla beraber ülke ekonomisine de büyük katkı sağlamaktadır. Bu nedenle Sağlık Bakanlığı’nın 2013-2017 stratejik eylem planında ele alınan bu konuya ilişkin olarak 2023 vizyonu kapsamında Türkiye’nin sağlık alanında pek çok ülkeyle işbirliği içerisinde olarak bölgesinde üstün bir konum elde etmesi hedeflenmektedir. Çalışmada sağlık turizminin sağlık sektörü içerisinde yeri ve etkilerinin incelenmesi amaçlanmıştır. Bu bağlamda 2004-2013 yılları arasındaki sağlık harcamaları ve sağlık turizmi ile ilişkili çeşitli istatistiksel verilerden faydalanılmıştır. TÜİK’den (Türkiye İstatistik Kurumu) elde edilen veriler PASW Statistic 18 (SPSS-Statistical Package for Social Sciences) paket programında analiz edilmiştir. Analiz kapsamında, frekans tabloları kullanılmıştır. Ayrıca toplam sağlık turizmi verileri, yabancı ve Türk vatandaşların dağılımları, toplam sağlık turizmi harcaması verileri değerlendirilmiş ve aralarındaki ilişkinin belirlenmesi amacıyla regresyon metodu kullanılmıştır. Araştırma bulgularına göre, sağlık turizminde özel hastanelerin daha çok tercih edildiği, Almanya, Bulgaristan ve Irak’ın en çok sağlık turisti gönderen ülkeler arasında yer aldığı, hizmet alımında diğer branşlar ile göz ve onkoloji alanında daha çok hizmet alındığı ve sağlık turizmi gelirlerinin turizmci sayısından etkilediği belirlenmiştir. Bununla beraber Toplam sağlık turizmi gelirleri, toplam ziyaretçi sayısından 2,3 birim, yabancı ziyaretçilerden 3,1 birim, Türk ziyaretçilerden ise 8,6 birim etkilenmektedir. Toplam turizm gelirleri ise, toplam sağlık gelirlerinden 49,9 birim etkilenmektedir. Bir diğer önemli bulgu ise bütün sağlık branşlarında özel hastaneler ilk sırada yer alırken, kamu hastaneleri diğer sağlık branşlarında (göz, onkoloji, kardiyoloji, ortopedi, plastik cerrahi, beyin cerrahi ve dış dışındaki branşlar) daha fazla tercih edilmektedir. Araştırma sonunda, 2013 yılı toplam sağlık turistlerinin %70’ini yabancıların oluşturduğu, sağlık turizminde sağlık harcamaları oranının %2.3 olduğu ve sağlık turizmi gelirlerinin toplam sağlık gelirlerinde önemli bir artış sağladığı sonucuna ulaşılmıştır.

Anahtar Kelimeler: Turizm, Ekonomi, Sağlık Bakımı, Süreç, Dünya, Rekabet, Endüstri