

STRATEGIC MANAGEMENT PERSPECTIVE ON THE CHALLENGES AND OPPORTUNITIES IN IRAN  
HEALTH TOURISM

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***Asst.Prof.Dr Ismet ESENYEL***

*School of Tourism& Hospitality Management, Director*

*Girne American University, Cyprus*

*VP for AMFORHT(World Association for Hospitality , Tourism Education& Ttraining)*

***Assoc.Prof.Dr. Serdar SAYDAM***

*Faculty of Business &Economics*

*Head of Business Depaartment ,Girne American University*

*Accreditation Coordinator*

***Azadeh HESHAMI***

*MSc in Tourism &Hospitality Management, GAU*

**Abstract:** The tourism industry is one of the world's largest and most efficient economic activity that creates the highest level of added value and directly and indirectly influences other economic & cultural activities . Tourism is one of the major sources of employment & income generation in the world such that many refer to it as the world's first industry. Health tourism plays an important role in national revenue of many countries; This industry earns about 100 billion dollars for the governments each year. However, Tourism is not developed in Iran and it is in its initial paces. As a matter of fact, the Ministry of Health recognized tourism-therapy in 2003. In addition, by doing this, rather than supporting tourism-therapy, the ministry mainly tried to create new jobs for the graduates of medical sciences. However, tourism-therapy was introduced as an independent industry in 2004 by the merger The Cultural Heritage Organization to The Iran and World Tourism. According to the planning, the Iranian government has devised plans to cover 30% of medical and health needs of the country, by the end of 4th national development program, through exporting medical products and services. Therefore, determining the obstacles in the way of optimum development of tourism-therapy industry is of great help to the country.

This paper sets out to determine the effective factors for attracting health tourism to Iran & examined the actual potential that foreign patients represent based on costs, quality & recognizing other aspects of marketing mix & investigated the role of the government & related organizations in this market. Iranian health facilities according to the special situation of Iran can provide a massive & potential for medical & health tourism & Iran can become a hub of medical tourism in the region in future.

**Keywords:** Tourism industry, Health Tourism, Iran, Attracting, Effective, SWOT

## **1. Introduction**

Nowadays , health tourism is one of the fastest growing type of tourism, & there are number of reasons of travel and tourists motivation in this area such as improvement in health of body & mind (weight loss programs, greater physical health and stress management), rest and relaxation, use of medical services & facilities (as surgical specialty) & use of climate and natural features of an area to relax body and mind.

The market of health tourism is introduced as one of lucrative and competitive industries in the world and is one of modern realms in advanced tourism. In national level, governments are interested in taking advantage of financial rewards stemmed from this industry. Increasing competition among different countries, in particular Asian developing countries has begun to attract health tourists [1].

Today, the relationship between economic growth and health development is bright well. In the new approaches it is not only the health sector that has been enjoying benefits of economic growth, but also it could bring many business advantages for countries and beside providing new financial resources for infrastructure and technology development, undertake important role in cross-section plans sustainable development. Health Tourism is an organized travel outside the usual realm of health care and is done to maintain and improve one's physical and mental health of the restoration [2]. Tourism industry in developing countries has turned into a productive and income-generating industry, and competing in attracting international tourists have resulted in making easier political relations between countries and adjusting process of travel and tourism. Foreign exchange or foreign money is a decent commodity that always developing economies in the world have competed with each other in an effort to generate more amounts. Tourism industry is recognized by a currency messenger operation. So tourism development is considered by governments willing to attract more currency sources to their countries (Ranjbarian and Zahedi, 2005). At present, with respect to the low cost and high income of this industry, many countries interested in tourism development, have focused their attention on this section of tourism industry and are planning in this regard (Kazemi, 2008). Iran has potential abilities in tourism industry development. But it is facing the challenges that could note the comprehensive sanctions.

## **2. Research Background**

*World Tourism Organization (WTO), in particular, defines health tourism as follows:*

Use of services which increase or improve the health or enhance mood of the person (mental/physical by using mineral waters, climate or medical intervention) in a place outside the residence of the person & lasts more than 24 hours or less in a year [3].

Health tourism world's slogan is about facilities and services at same level as those in the first world or advanced countries & prices and costs at same level as those in the third World or developing countries .

Fields of activities in the world health tourism , includes hot water treatment, weight management programs, cosmetic and plastic surgery, joint replacement surgery, coronary artery bypass surgery, organ transplants, ophthalmology (LASIK ) , dentistry and dental implants, rehabilitation and etc. [4].

The special position of Iran's geographical location, its history of medical science and existence of expert medical and paramedical workforce, low costs and high quality of its health services, all could increase the importance of medical tourism in economic and medical fields in this country [5]. Legal essentials such as achievement of the goals defined in the "Forth Development Planning" and "Vision Document" reveal another aspect of medical tourism necessity [3].

Now the country's reliance on oil revenue is more than 50 percent. Iran economy is based on oil revenue therefore exchange revenue earned by oil export constitute the main part of Iran economy & in the long run this might expose the country to some economic problems . Therefore, measures should be considered in this regard ; & opportunities for exchange revenues & economic prosperity should be identified in order to change the oil-based economy to non-oil based economy so that to be able to compete internationally & get active presence in all industries. Here is a program that can be used for manufacturing and exporting of goods and services which can be obtained for gaining exchange revenue. The tourism industry in all its branches is a perfect source of employment & exchange revenue. [6]

Sadrmomtaz and Agharahimi (2010) studied health tourism in Iran; they believe that the most important factors in developing the health tourism industry in order to develop a strategy for public infrastructure are as follows: human resources development strategy, strategy of development in information systems and marketing, and product development strategy. They suggest that for development of medical tourism, the government should take all factors into consideration and develop a comprehensive and coordinated program to develop its medical tourism industry [7].

Ghezelbash and Abdollahi (2013) in their research concluded that Iran free trade zones because many incentives of investing, is a safe place of economic sanctions for developing medical tourism and strategy of health tourism development is need of using investment opportunities and incentives of free trade zones in medical tourism development [8]. The result of Izadi et al (2012) showed that Iran has many strength points, including expert physicians, up-to-date medical technology and natural healing regions to attract health tourists; however, weaknesses and challenges such as poor coordination among the organizations responsible for medical tourism and inappropriate planning [9].

Haghighi and his colleagues (2005) prioritized the factors on development of health tourism in Iran .Based on the result of their research on the Business practitioners in the health tourism there are three factors for branding the development of health tourism in Iran which are prioritized as health area ,true coordination among the institutions related to the health tourism & intersectoral institution of investment [10].

*Nature therapy* is a branch of health tourism, that focuses on the region natural and climatic characteristics and this potential is also seen in Iran such as hot water springs in Alborz mountains range, sludge treatment in areas like Lake Orumieh and Taftan mountains range in Balochistan ,hospice summer such as kelardasht and Javaherdeh in Mazandaran, Deylaman in Gilan , Shandiz in Mashhad and Sardasht ,international hubs like hot water springs in Sarein due to its water quality and also natural geography & surrounding landscape &spa in Geno in Hormozgan province .Also hot water baths which usually by use of hot water springs provide services to tourists , are one of the special ways to attract targeted visitors in Iran such as *daily hot water bath* for providing specialized services in one day, *destination hot water bath* which besides hot water bath provides services like health food menu planning & programs and strategies to improve life and health , *hotel hot tubs* which provides hotel hot tub services & offers health plans & *warm bath therapy* which is founded by one or more physicians and specialists and their main goal is to provide convalescence & complete medical services in an environment comprising a hot water bath. In such an environment, both traditional and complementary therapies are offered. Loyal customers in Iran primarily include increased number of tourists from Persian Gulf countries in Iran in recent years & secondary include tourists from Europe, Japan and Korea due to the history of their presence in Iran .Also *special surgeries* are cosmetic procedures & special surgeries are attractive for many tourists around the world. The boom in cosmetic surgeries in Iran has increased the quality of these types of surgeries . Surgical hospitals in Shiraz, Qeshm, Kish and Tehran can host foreign tourists, especially from the countries of the Persian Gulf.

But also Iran is facing the challenges that could note the comprehensive sanctions. Review of world health tourism condition shows that many of regional countries are using their health abilities including high quality and low cost health services to overcome on foreign threats such as economic sanctions. The main challenges of health tourism in Iran are as follows;

#### **a. Economic**

Oil-dependent economy and no need for tourism income, reluctance of private sector to invest in tourism industry and low income margin are some of the factors that negatively influence Iran's tourism development [11]. Private section of medical industry has simply low activity in this section [9].

***b. Social***

Lack of public knowledge as for tourism and national tourism attractions, enough welfare, health, and medical facilities, legal problems (customs regulations, visa issuance) are among the social challenges ahead of tourism industry [12] & also an ineffective airline service in Iran is a great challenge ahead of Iran's tourism industry [13,14].

***c. Administrative and organizational***

Tourism programming was first started in Iran in 1962), however, after more than 40 years, Iran's tourism is not in acceptable position [15].

Lack of well-trained workforce in tourism industry, lack of knowledge among the staff of tourism institutes (hotel servants, tourism agency staff) are along with some of administrative and organizational problems of Iran's wellness tourism [16].

Service sector comprises 46% of Iran' GNP, still the sector suffers lack of supportive programs and health tourism constitutes a small portion of the market [17].

Mehrabi studied the challenges ahead of development of Iran's tourism industry and found a significant relation between administrative problems and development of the industry [18].

***d. Research and education***

In view of the fact that the industry is a newly emerged market in many developing countries, most of them suffer lack of expert work force and even training facilities are not fully developed yet [19]. Lack of permanent education for training technical, executive, and training staff, and lack of effective and efficient research system to recognize the strategic needs of the industry are of the main research and educational obstacles [20]. An international study also emphasized poor English language skills among the work force of Iran's hospitals [21].

***e. Welfare facilities and services***

1. Lack of welfare and accommodation services in the tourism industry.
2. Lack of supervision and controls on improvement, repair and maintenance.

Poor transportation system, lack of standard hotels and other services were mentioned in another study as infrastructural problems of Iran's tourism industry [22]. Furthermore, lack of treatment VISA makes it impossible for these tourists to use medical insurances.

#### ***f. Cultural and advertisement***

1. Attitudes, negative mental image and wrong perception regarding tourists;
2. Irrational and different methods in dealing with tourists;
3. Structural drawbacks in advertisement and public information; and
4. Failure to used proper methods in dealing with tourists; [23,24]

### **3: Methods**

#### ***3.1. Research Method***

This article is part of a qualitative study of descriptive, comparative and applied research in the field of health services.

#### ***3.2. Research Society***

According to a study by Jabbari et al (2013) to identify the beneficiaries in health tourism, health tourism stakeholders in province of Isfahan includes these group: Governor, Office of Cultural Heritage, Handicrafts and Tourism, University of Medical Sciences, medical & health care service providers, tourism service providers, export development bank, private sector investors , Chamber of Commerce, Industry, Mines and Agriculture. Therefore, these groups constitute the statistical community & a sample will be selected among them.

#### ***3.3. Statistical Sampling***

Most researchers don't have enough power and time to run the study on the whole society so they limit it to a small sample. In this study the snowball sampling method has been used. Snowball or chain or network sampling is frequently used in qualitative research. In this sampling, you choose participants then by their contribution depending on your desired features you will get to the next participants . Patton says, "by questioning number of people about those who you can talk about, the snowball will get bigger and bigger as far as you accumulate items which are rich in information ."In this study, 110 questionnaires were distributed which out of them 104 questionnaires were collected.

#### ***3.4. Measuring Tools***

In order to identify challenges and opportunities in health tourism , questionnaire was used. Questionnaire is filled by the considered sample and comments will be collected and analyzed. Due to the qualitative nature of the subject and in order to better exchange ideas and information , researcher will do face to face interviewing of respondents .

### **3.5. Methods of Data Collection**

In this research which includes descriptive, scientific, correlation, experimental ,etc , the researcher should study the literature and history of the problem and research subject & hence for the formulation of the research literature, researcher used library methods and scientific internet search engines and upon which the theoretical foundations of this study was prepared. Also in the field part of the research in order to develop and design measurement tools, the method of interviews with number of respondents will be used .

### **3.6. Stages of Research**

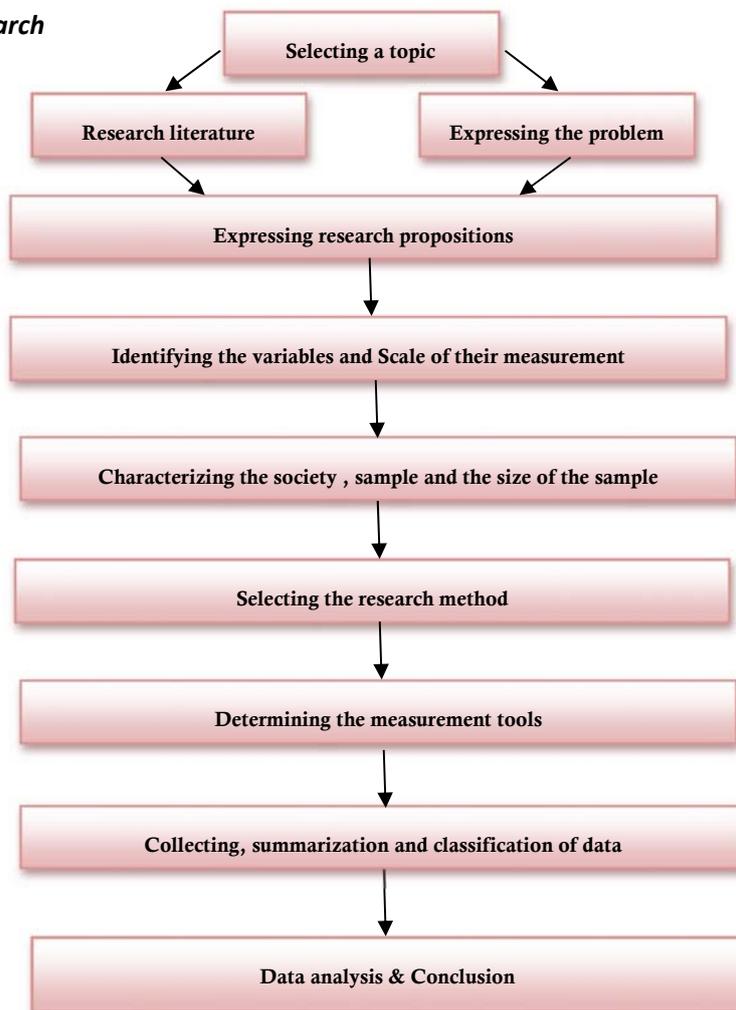


Diagram 1: The process of present study

### *3.7. Quality of data and Research tools*

To ensure the quality of data tools collection, It is important to examine them by two essential criterion that are validity and reliability.

#### ***of Questionnaire<sup>1</sup>a. Validity***

C.H Lawshe invented a useful method for assessing content validity . According to Lawshe theory, if more than half of the expert assessor or reviewers stated that those items or questions are beneficial & essential for assessing the structure which is subject matter of research, they at least have some content validity. Whatever the jury more agree on essentiality or profitability of a given item, the higher the level of the content validity. Lawshe invented a formula for assessing the content validity that is called proportion of the content validity . To determine the exterior validity of the present questionnaire , a designed questionnaire based on the integration of the subject literature and the assessment results by specialists were provided to 3 expert people and they were asked to comment on the validity of the questionnaire to confirm whether it is explicit & also examine whether this questionnaire measures the trait or subject matter of the study or not? All of the above stated that the survey is explicit and questions consider related data.

#### ***of Questionnaire<sup>2</sup>b. Reliability***

To assess the reliability of questionnaire in the present study ,internal consistency or Cronbach's alpha has been used. In principle, when calculating Cronbach's alpha , in fact, the correlation between each question score and the total score of each individual is obtained & the comparison between that question & variability of every single question is done . Cronbach's alpha coefficient is always between 0 and 1 & it is interpreted same as the correlation coefficient. Whatever more the Cronbach's alpha coefficient is closer to 1, indicates higher internal consistency, and vice versa, whatever more the Cronbach's alpha coefficient is closer to zero, indicates a lower internal consistency. Usually the acceptable alpha coefficient is at least 70% (Mirzaei, 1388).In this study 25 questionnaires collected out of the statistical society , and transferred to SPSS 20 software & then reliability of questionnaires was measured by using Cronbach's alpha coefficient .In this survey calculated Cronbach's alpha coefficient for the whole questionnaire is equal to 0.920 which is a very high coefficient and suggests that the reliability of the research tool is at an excellent level. As can be seen in table 3.1 , the obtained Cronbach's alpha coefficient is 92% for the whole questionnaire, which is a very high rate. So it can be concluded that in this this research ,the reliability of the measurement tool is very high.

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<sup>1</sup>–Validity

<sup>2</sup>– Reliability

Table 1 : Calculated reliability for whole questions in the survey questionnaire

Questionnaire items	The number of questionnaires	Cronbach's alpha coefficient	The number of items
Whole Questionnaire	<b>104</b>	<b>0.920</b>	119

### **3.8. Methods of data analysis**

Illative method of each survey data analysis is selected on the basis of the structure of questions, hypothesis, the nature of data and objectives of the research study. Also in this research after collecting the whole research data, collected data transferred to the existing and related software , which was SPSS 20.

## **4 : Results**

After Practical preparation of the questionnaire , the distribution and collection ,the relevant data were entered into the software for the analysis.

### *4.1. Goals and Stages in Studying SWOT in Analyzing the Factors Affecting Health Tourism in Iran*

#### *A: Study of the internal factors affecting heath tourism in Iran*

This stage aims to assess the internal environment for identifying the strengths and weaknesses of tourism. Indeed, the important and effective aspects in achieving the strategic planning objectives of tourism and their technical implementation in Iran have been considered.

#### *B: Study of external factors affecting various sectors of health tourism in Iran*

This stage aims to study the impacts of external factors in health tourism in Iran and also to analyze and develop appropriate strategies through identifying opportunities and threats facing health tourists in this country.

Accordingly, necessary steps have been taken by providing a table consisting of these factors, and how they affect health tourism functioning, and analyzing them based on SWOT model.

According to the *SWOT analysis* and Likert evaluation scale (1=absolutely low, 2=low, 3=moderate, 4=high, 5= absolutely high) ,in most cases , the importance of items is close to 3 that shows respondents assessed the value on items as an average .

The rating of factors as described in the questionnaire are as follows:

\*Internal factors (strengths and weaknesses):

One is equal to Maximum strength

Two is equal to Relative strength

Three is equal to Relative weakness

Four is equal to Sever weakness

\*External factors (opportunities and threats):

One is equal to Maximum opportunity

Two is equal to Relative opportunity

Three is equal to Relative threat

Four is equal to Sever threat

It should be noted that all numbers have been rounded , for example, 2.65 to 3 , but 2.45 to 2 have been rounded.

According to the assessed data we list importance & rating of 10 cases out of the whole for both of internal factors (strengths and weaknesses) and external factors (opportunities and threats) .

Table 2: strengths and weaknesses of 10 cases

rating	degree of importance	strengths and weaknesses
1	2.7788	There are job opportunities, due to the presence of tourists, and many health centers in the country
8	2.7115	Natural and tourism attraction in Iran.
10	2.6442	Benefit from the infrastructure, and health fields, and areas prone to medical and human capital
7	2.7212	There is adequate space tourism, natural and cultural history, ranging from medical centers
4	2.7596	There are well-equipped hospitals, elsewhere in Iran
3	2.7692	Lack of government supporting of private sector to provide health for medical tourists.
6	2.7404	Limitations of human resources capabilities especially in IT and language skill.
5	2.7405	Lack of required coordination among responsible authorities in tourism issues and the shortage of a coherent management
2	2.7693	Lack of facilities and transportation infrastructures, hotels, hospitals hotels and private hospitals
9	2.6731	Lack of insurance rules consistent with international standards

Table 3: opportunities and threats of 10 cases

	degree of importance	opportunities and threats rating
9	2.5096	Dealer's abuse of curative tourism markets
10	2.4808	Increasing the number of foreign tourists
6	2.5962	Enhancing services quality and tourism infrastructure
5	2.6442	Incentive travel, for the people
4	2.6827	Develop and equip the health center, recreation facilities
3	2.7019	Investment in infrastructure and superstructure, in order to service better service
1	3.0000	Increased attention from the government and the private sector, the medical tourism sector
8	2.5288	Optimum use of all attractions within the area of health sites
7	2.5481	Increased attention from the government and authorities to invest in medical tourism
2	2.7115	Reduce the incentive to travel to Iran for treatment among people

**5: Discussion**

**5.1. Developing the Strategies Affecting Health Tourism in Iran**

At this stage, four basic strategies (competitive, diverse, defensive and reviewing) are presented for Iran in order to plan and develop its strategies which are as follows:

*A: Competitive-Aggressive Strategies (SO) Effective in Iran Health Tourism*

- utilizing medical services with low prices to attract curative tourists from various countries

- Utilizing the experiences achieved in successful countries to attract patients with regard to new discoveries and abilities in Iran in the field of medicine
- presenting comprehensive plans to take advantage of Iran's strategic position in the field of health tourism
- Utilization and equipment of mineral water sources and therapeutic sources to do natural therapeutic tourism activities
- using young and professional workers in the field of health and curative tourism
- doing extensive and modern advertising in the field of health tourism potentials and various tourism attractions in Iran
- utilizing common religious, cultural and linguistic commonalities to attract health tourists from neighboring countries
- paying special attention to positive impacts of health tourism such as creating exchange and preventing from brain drain and getting out of single product
- Utilization of neighboring with the Persian Gulf and Central Asia states

*B: Contingency or Diversity Strategies (ST) of Iran Health Tourism*

- providing health packs with regard to current potentials and presenting special services along with these packs to attract tourists - synchronization of equipment and national health tourism services with international developments in order to compete with rival countries
- familiarizing the medical tourists in internal and external parts of the country with new achievements and methods in the area of treatment such as recombination drugs, stem cells and ophthalmology treatments in Iran
- hiring young skilled labor in the field of health tourism to prevent from brain drain

*C: Reviewing or Adaptive Strategies (WO) of Iran Health Tourism*

- coordinating the trustee authorities of national health tourism to take advantage of current potentials
- improving the facilities and transportation infrastructures, hotels, private hospitals and hospitals hotels in the country
- developing a comprehensive and coordinated system to develop health tourism in the country and raising the number of health tourists
- paying attention to the accomplishments resulted from health tourism while developing health tourism strategies such as getting rid of single product

*D: Defensive Strategies (WT) of Iran Health Tourism*

- developing comprehensive plans to expand health tourism and taking advantage of young labor force to prevent from brain drain
- Equipment of the hospitals and health tourism infrastructures for further development of health tourism

- supporting the private sector
- Performing check-up processes on arrival of foreign patients to prevent from infectious and contagious diseases.

## **6. Conclusions**

Iran has potential opportunities and capabilities for tourism development. However, is facing number of inhibitors and challenges that can cite the widespread sanctions of America and its allies including Security Council in hampering economic agreement developments. Boycotting Iranian banks and insurance institutions has made the entry and exit trends of foreign exchange and international services of travel insurance to have some problems, and on the other side negative propaganda of west versus Iran, has distorted mentality of tourists community to Iran .Applying different kinds of restrictions in investment importantly foreign direct investment has minimized the utilization opportunity of foreign exchange sources.

In this condition by looking at health tourism industry situation in developing countries and assessing medical tourism position in these regions, we can find out that these countries utilize their abilities including high quality and low costs of medical services along with health tourism development and has subjugated on foreign threats comprised of economic sanctions.

This flow by regional countries could be a strategy in overcoming on current sanction problems and beyond this a threat for Iran utilization of health tourism development; because now regional countries such as Lebanon, Bahrain, Saudi Arabia, UAE, Jordan, China, India and ... are considered as a strict opponents of Iran in health tourism specially medical tourism. In such condition utilizing a comprehensive strategy for health tourism development and introducing capabilities of country, require a meticulous and genius policy and plan of tourism management organizations of country. Based on last researches, local development rising from tourism activities requires expense of tourists and by providing more foreign investment in specific areas we could attract tourists. The strategy implies the necessity of utilization opportunities and investment incentives in medical tourism development. capacity of country in sciences such as stem cells, repairing SCIs, infertility, liver and kidney linkage, ophthalmology and radiology topics beside the appropriate cost of health care services and high success rate of specialized operating, apply high potent of Iran to develop medical tourism. Choosing suitable place for development is comprised of sustainable tourism development funds.

Medical tourism must be dealt with is a systematic way. Specialized committees must undertake tourism attraction and advertisement measures. Moreover, the trend of patients leaving the country for medical care must be stopped through investment in research and education fields and development of modern and traditional health services centers.

Programming to overcome each one of the mentioned problems is recommended for further development of tourism industry. Although the factors introduced in this work are mutually related and working on none of them in isolation may solve the problems of the tourism industry in Iran.

## **7. Suggestions**

Regarding the results obtained from the present study, the researchers suggest some strategies which can result in improving medical tourism in Iran:

Investigating and comparing strengths and weaknesses of issues of medical tourism in medical centers of Iran with medical centers of successful countries in this field such as India, Thailand, Malaysia, and Singapore and then analyzing the experiences of these centers for enhancing this industry in medical centers of Iran.

Creating websites related to medical tourism in international languages for the patients to access information, because most of medical tourists search their needs through the Internet.

Using modern and advanced facilities and equipment according to international standards.

Periodical training of professional human forces in the field of using and maintaining medical equipment optimally.

Applying mechanisms in line with preventing the migration of skilled doctors, because in recent years, many famous doctors of Iran emigrated abroad.

Providing the latest and best advanced treatment methods of the world.

Clarifying the costs of medical and tourism services in order to provide the possibility of its comparison with other countries for patients.

Supervising the prices and quality of medical and tourist services provided for patients.

Contracting internationally active insurance contracts regarding payment of medical and tourism facilities regarding the way of the payment of medical and tourist costs according to other countries through travel, traveler's checks, credit cards, wire transfers and money in today's world.

Providing national and international service training courses to improve the professional skills of scientific human forces in the world.

Hiring interpreters in international languages, especially English and Arabic in hospitals.

Utilizing expatriate Iranian physicians with expertise and experience in international boards high-level human resources professional and fluent in English having strong public relations.

Special and sub-special medical services such as organ transplantation, stem cells, infertility treatment, cosmetic, joint replacements, dental procedures and CAM and traditional services.

Integrating hospitals information system and enhancing it and amending methods for collecting, recording and reporting information to foreign patients.

Enhancing rapid access to networks and databases strong line of communication with the patient, physician, and implementation of technologies such as telemedicine remote, remote consultation, remote education.

medical tourism potentials of Shiraz through electronic and non-electronic advertising (Medical Tourism in International Trade, embassies, tourist guidebooks, specialized magazines, brochures and satellite networks).

Customer retention and market penetration, identification of target markets in the region with common cultural, religious, linguistic, geographical proximity.

Contracts with other countries, especially Islamic countries, referral partners and the countries of medical tourism.

Trying to recruit Iranians abroad for healthcare and tourism issues.

Giving facilities and concessions to patients and their relatives.

Using marketing consultants, contracting medical tourism companies or creating medical tourism companies, creating agencies in other countries, using hotel representative in Staff Board of Directors of hospitals.

Providing hotel-apartments in the hospital premises for accommodating patients and their relatives or for recovery period and providing facilities of transportation of patients and their relatives.

Providing facilities accordance with the national and cultural facilities an interpreter for the comfort of patients and their relatives and communications.

Organizing tours before and after treatment according to patients' condition.

Building a health city in a good climate zones of Shiraz or near it.

Providing comprehensive medical tourism plan.

Creating an independent and active unit in the field of medical tourism in hospitals. Investigating and studying advances of successful hospitals of other countries in this filed and using their experiences.

Tax and customs rebates for entering medical equipment standard.

Offering facilities for convenient entry of foreigners such as medical visa for medical tourists from other countries and elimination of visa problems.

The possibility of the extension medical visa in order that the patients do not have to return to their countries before completing their process of treatments.

It is necessary for Ministry of Health and Medical Education to perform standards of hospital services in the world level and provide conditions for receiving international credits such as receiving a confirmation from JCI.

### **Acknowledgment**

The author would like to thank all those who directly or indirectly contributed to this Project ;

Assoc. Prof Dr. Serdar Saydam ,Dean of International Business Management Dept, for his great support and Miss Azadeh Heshami , our MSc Graduate in Tourism & Hospitality Management for her helpful guidelines throughout this research and to the Health Ministry members of Iran & Hospital members for the great administrative assistance.

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