

NEW REGIONAL DESTINATIONS WAITING TO BE DISCOVERED IN FAST-GROWING MEDICAL TOURISM MARKET: TRABZON SAMPLE

Hızlı Büyüyen Medikal Turizm Pazarında Keşfedilmeyi Bekleyen Yeni Bölgesel Destinasyonlar: Trabzon Örneği

İsmail Çalık* Fazıl Kaya** Ali Köstepen*** Sedat Bostan ****

ABSTRACT

Medical tourism is a kind of tourism, which is evaluated as a sub-branch of health tourism, contains internal and surgical operations for treatment. Turkey has potentiality in which it can play an important role in medical tourism market with its outstanding touristic facilities, personel qualification and particularly with its natural tourism resources. This research has been conducted to dedicate Trabzon's tourism potentiality in the position of health center of Eastern Blacksea Region. According to the research, Trabzon has potentiality open to development in the field of medical tourism with its medical tourism infrastructure, and with its natural and historical tourism resources. However, in order for this potentiality to come true, private travel agencies organizing advertisement and marketing must be established, and then all enterprisers in the district will have an important role.

Key Words: Medical Tourism, Eastern Black Sea Region, Trabzon

ÖZET

Medikal turizm, sağlık turizminin bir alt dalı olarak değerlendirilen, tedavi amaçlı dahili ve cerrahi operasyonları içeren bir turizm türüdür. Türkiye sağlık ve turizm alanında nitelikli tesis ve personel olanakları ve özellikle turizm alanındaki doğal kaynakları ile medikal turizm piyasasında etkili bir rol üstlenecek potansiyele sahiptir. Bu çalışmada, Doğu Karadeniz Bölgesi'nin sağlık merkezi konumunda bulunan Trabzon ilinin medikal turizm potansiyeli araştırılmıştır. Araştırmaya göre, Trabzon, medikal turizm altyapısı, doğal ve tarihi turizm kaynakları ile medikal turizm alanında gelişime açık bir potansiyele sahiptir. Fakat bu potansiyelin hayata geçirilmesi için ilk olarak tanıtım ve pazarlama faaliyetlerini organize edecek uzmanlaşmış seyahat acentelerinin kurulması ve tüm paydaşların organize bir şekilde hareket etmesi gerekmektedir.

Anahtar Kelimeler: Medikal Turizm, Doğu Karadeniz Bölgesi, Trabzon

1. Introduction

Although the history of tourism may be traced back to the ancient Greeks and the Romans, it is only relatively recently, with the advent of mass tourism that international activity has become so prevalent in the developed world. The

rapid expansion of leisure travel from the 1960s onwards, precipitated by transportation developments such as the jet engine, continuously influence all aspects of the tourism system (Cooper et al.,2008). Tourism has turned into a sector the leaders of which are developed countries, but which has been growing globally since the middle of the twentieth century. Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, food and beverage establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home (Goeldner & Ritchie, 2003).

Given this definition of tourism, it can be seen that a person takes part in tourism with different motives. In which case, motivation identifies, first, the purposes of a visit. Purposes themselves fall into three distinct categories (Holloway et al.,2009);

- Holidays (including visits to friends and relatives)
- Business (including meetings, conferences and so on)
- Other (including health, study, religious pilgrimages, sport)

Recently in tourism there is a new approach which is alternative tourism. According to Macleod (2005) “A perception of alternative tourism include contact and communication between the tourists and the indigenous population, and a desire for equality, individuality, environmental awareness, and concern”. Some kinds of alternative tourism are shaped according to people needs, hobbies, and interests. Health care comes first among the most fundamental services people are in need of.

To protect their health and have a better health care, individuals incline towards centers which have expert teams in the field of health care, and are equipped with high technology. That inclination caused health tourism to come into existence as people both can have health care and visit different tourism destinations. Just as health tourism contains applications like aesthetic surgical operations in modern medical centers, cardiac diseases, tube baby, transplantation, dental treatment, physical therapy, and rehabilitation, so too does it contain visiting natural health centers like water sources for treatment (Lunt &Carrera,2010:28). Health tourism is regarded as an organized tourism movement including visits under the titles of medical tourism, thermal tourism (Natural Springs + Spa & Wellness), the disabled tourism, and the third age tourism (<http://www.ktbyatirimisletmeler.gov.tr>). As for the medical tourism, a subdivision of health tourism, it includes medical services, treatments, and surgical operations. Also, examinations such as mamography, ultrasonics, mr types, cardiac effort tests, which are important in diagnosis, are among these applications (Eissler, 2010:5).

In short, medical tourism is the attempt by patients to seek for a

qualified and high quality medical health care at foreign countries at an affordable price or cheaper price. It does not only mean travelling to modern countries to seek for better service but also an affordable price with the same quality of service. This combination of surgery and tourism is a relatively new type of nonexclusive niche tourism that promises to have significant growth over the next few years (Kandasamy & Rassiah,2010).

There is need for alternative medical tourism destinations in order for medical tourism market displaying a rapid growth in the world to maintain its growth. Building regional medical tourism centers will enable medical tourism to spread, and will enable more individuals to take part in the market. Thus, patients will have health care at a lower price with better standards. Also, hidden regional tourism values will be discovered. As a result, medical tourism's sustainability will be increased. This study, in order to contribute to above-mentioned targets, is aimed at making up a sample for discovery of potential destinations able to add new regional actors to medical tourism market growing rapidly. This study analyses, in terms of medical tourism, the structure of health institutions and personnel, the proximity of health care's variety, quality, and cost to targetted markets, and alternative tourism values of Trabzon city, which is in the northeast of Turkey, and neighbouring Blacksea, and is the regional health center.

2. Worldwide Development of Medical Tourism

It is known that people travel overseas for reasons like resting, keeping fit, and gaining a healthier life. Trips for health date back to ancient Sumeria, Greece, and other civilizations. In ancient times, especially wealthy and elite family members travelled to districts in which were natural springs and mineral water to have rest and to be healthy (Altın, Singal & Kara,2011).

The international healthcare marketplace emerged in the late 19th century when patients from less developed parts of the world with the necessary resources to do so began to travel to major medical centers in Europe and the United States to have diagnostic evaluation and treatment that was unavailable in their own countries. The situation is very different in the medical tourism model, where patients from highly developed nations travel to less developed countries, bypassing medical care that is offered in their own community but is inaccessible or undesirable to them (Horowitz, et al., 2007:36).

The position of medical tourism has been elevated since the second half of twentieth century, in which medicine experienced remarkable advance. Earlier, the United States commenced medical service to patients coming from all over the world in its high-technology-installed clinics. Patients were being treated in return for high prices in those clinics offering high quality health care. But, some countries firstly from Asia, then from Latin America have started medical tourism service by constructing new hospitals alternative to medical centers in the United States with their expert physicians educated in high-

technology-installed medical centers in the United States. Health care in those countries was preferable in both quality and economy (Connell, 2005:1094).

Today, Asian countries like India, Tailand, Malaysia are pioneering in medical tourism. In medical tourism, Asian countries have showed a significant development since 1970s. In recent years, intensive demand for sex change operations in Tailand has led to advancement in medical tourism in Asia. Together with liberalism in economy in 1990s. 1997 financial crisis was a critical juncture, which they may not have survived had they not been able to get medical tourist-patients from outside their own countries. As the crisis hit, the domestic markets contracted sharply, profit margins plunged, balance sheets went into the red, and the corporations desperately sought out new markets in foreign countries (Connell,2005:1095; Herrick,2007 ;Chee, H.L., 2007:21). And also, another important reason why the number of trips to India for medical tourism gets more is that the hospital staff speaks English very easily and fluently.

Patients from wealthy parts of Europe go to middle or north European countries, which offer cheaper and better service. For instance, the Austrian travel to Sopron city of Hungary, which is less than one hour distant to Viana. Hungary had declared 2003 to be the year of health tourism. Additionally, lots of German citizens prefer Szczecn city of Poland, which is at a distance of 150 km. to Berlin for high quality but low cost dental treatment (Herrick, 2007: 10).

Middle and South American countries became an alternative with advanced technology and expert teams for the tourists demanding medical service since health care in the United States is hard to afford. For example, many patients from the United States can find the same health care they have in their own country in medical centers in Mexico at more plausible prices. Even some enterprisers from the U.S. opened medical centers similar to ones in the United States in Mexico. Of Latin American countries, Costa Rica has specilized in dental treatment, Argentina, Colombia, and Brazil in plastic surgery (Akdu, 2009).

Considerable achievements have been experienced in medical tourism movements of Middle East countries. Especially countries like Dubai, Qatar, Lebanon, Jordan, Iran, Saudi Arabia are newly entering this market. Out of these countries, Dubai follows a policy of rivalry not at medical service price, but in medical service quality. The city of Dubai, having a very special place in the international arena, is distinguished with being a medical center. And also, Iran, where sperm transplantation and carrier maternity is acceptable due to different commentaries arising from different religious schools of thought, gets too much demand for tube baby treatment. In Saudi Arabia, plastic surgery and dental operations of pilgrims coming through pilgrimage tourism are conducted (İçöz, 2009:2263; Aydın et al, 2011:1-22). Medical tourism has also developed

in South Africa, which is boasting cosmetic surgery because costs are less than half of those of United States, from which most of the patients come (Kazemi,2008).

Finally, when it comes to the situation in the United States, it is the leading country in medical tourism industry with the number of its qualified experts and facilities. However, at present it is offering treatment service to patients from many regions of the world with its worldwide renowned clinics although losing this leadership because of high prices and growing rivalry.

3. Development of Medical Tourism In Turkey

Tourism sector is among the important industries of Turkey, which bears the characteristics of both a Mediterranean country and Balkanic, European, Asian countries, Turkey is a country where mass tourism is popular on Mediterranean and Aegean coasts, and numerous civilizations' cultural heritage is exhibited, and four seasons can be lived together, Turkey is also attractive with its natural beauty. According to statistical data in 2010, Turkey took the seventh place in the world with 28.6 million foreign visitors, and tenth place with 20.8 billion dollar tourism income. Turkey's tourism income holds an important share in country's economy. The proportion of tourism income in total exportation is 18,26 %, and its contribution to cover foreign trade deficit is 29.07 %. In the whole country, there are 3524 certificated housing facilities, and a capacity of 880.000 beds (<http://www.ktbyatirimisletmeler.gov.tr>). Turkish tourism is able to succeed with its continuously enlarging capacity of physical facilities, and with its structure of human resources skilled in offering qualified tourism service.

According to the statistics given above, Turkey, which is at a point where Europe, Asia, and Africa continents intersect, and is a bridge binding these three old continents with eachother, is in an important position in mass tourism activities regarding especially sea, sand, and the sun. Also, alternative tourism types parallel to sustainable tourism understanding are seen to have improved recently. (Aydın &Yılmaz, 2010). Turkey is carrying out significant tasks to get the share it desires from medical tourism market. It is seen that Turkey bears potentiality in the field of medical tourism when its infrastructure facilities, its experience in tourism and health care, its service quality, and international service standards are gathered together.

The table 1 shows the distribution of health facilities per institutions.

Today, Turkish private health sector and public hospitals are growing and developing rapidly (TÜSİAD,2007). Considerable achievements are obvious to have been experienced particularly through health ministry's policies. Health ministry initiated important projects in the field of health tourism (<http://www.saglik.gov.tr>). Economic acquisitions have been obtained in that field in recent years. Those statistics will be carried to upper levels with

advertisement and marketing organizations in which all the enterprisers are included.

The table 2 shows the number of abroad Turkish citizens choosing Turkey for treatment and the number of other countries' citizens, and their spendings by 2009.

Some branches in front in the field of medical tourism in Turkey are oncology, cardiology and cardiovascular surgery, orthopedics, traumatology, plastic surgery, sight diseases, tube baby treatment, aesthetic surgery, hemodialysis, oral and dental diseases (*The Habertürk Newspaper*, 15.03.2009).

Turkey is preferred more by citizens from Germany, Austria, Belgium, England, Jordan, Saudi Arabia, Kuwait, Qatar, Iran, Iraq, Azerbaijan, Kirghizistan, Uzbekistan, Russia, and Ukraine. One reason why medical tourists prefer Turkey is that there are social security pacts between Turkey and tourist-sender countries. Turkey has social security pacts with Germany, Albania, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Czech Republic, Denmark, Georgia, France, Holland, England, Sweden, Switzerland, Turkish Republic of Northern Cyprus, Canada, Lebanon, Libya, Luxembourg, Macedonia, Norway, and Romania (<http://www.saglik.gov.tr>).

In the world, Turkey is the second country having the most JCI certificated hospitals with its 43 private hospitals owning medical accreditation document, JCI (Joint Commission International) (<http://www.ozelhastaneler.org.tr>). In consequence of a project with JCI, Turkish Health Ministry has also created its own hospital health care standards, and it has been supervising public hospitals according to these standards since 2004.

There are opportunities for Turkey to be among the distinguished countries in the world in the field of medical tourism by following policies in accordance with sustainable tourism understanding along with its qualified institutional and human resources in tourism and health fields. In medical tourism predicted to be an important dimension of tourism sector in the future, Turkey's receiving maximum share from global demand by changing into a powerful trademark is of vital importance not only in terms of economic acquisition but also enhancement of quality and quantity in health service (TÜSİAD, 2007).

4. Medical Potentiality in The City of Trabzon

4.1. General Information

The city of Trabzon is situated in an area rising towards inner parts, beside the sea in the middle of Eastern Blacksea Region. Trabzon, which was dominated by Persia, the Selevkos Kingdom, and Pontus in ancient times, was

an important trade, culture, art, and port city in Ottoman era. Trabzon is among the most important centers in the region with its historical, natural, and touristic resources. Among important historical values of the city where there are many historical monuments belonging to Rome-Pontus and Ottoman era are Sümela Monastery, Aya Sofia Museum, Atatürk Mension. There are a lot of high plateaus visited by domestic and foreign tourists around the city (Baldiran & Ulubay, 2008:374). Especially, the plateau of Uzungöl is preferred by tourists on account of its number of outstanding facilities and its unique nature. Transportation in Trabzon is procured by airline, maritime line, and highway. There are direct and indirect flights from the airport to many districts in the world (<http://www.trabzonkulturturizm.gov.tr>).

4.2. Health Institutions

Trabzon is a health center for other cities thanks to its geographical position in eastern Blacksea Region and its capacity of health care. Furthermore, it has potentiality to be medical tourism center of Middle East, Caucasia, and Middle Asia.

Table 3 shows health care facilities operating in central Trabzon

Blacksea Technical University has a medicine faculty hospital and a dentistry faculty hospital, Health Ministry has 6 state hospitals, and also, there are 3 private hospitals and a private tube baby center operating in Trabzon. In these hospitals, there are 2453 beds in total, and 1124 physicians and 2356 health personnel are at service. Physicians and health personnel having medical service education in compliance with EU standards work in all of these hospitals. The hospitals have quality documents excluding university hospitals and a private hospital. All the hospitals have Patient and Staff Security Unit, the Committee of Hospital Infections, Patient Rights and Public Relations Units, the Service of Directing Disabled Patients.

Physicians in this country can speak English well and use it in their jobs as they are trained in accordance with European Medical System. It can be said that there won't be serious problems concerning communication with foreign patients as education is in English in some medicine faculties, English has 30% share in education in many others, and there are exams measuring level of physicians' English for expertise. It is important that there be a specifically entitled unit for patients to solve the problems facing them whilst having health care from a hospital. According to legal regulations, there are special departments structured under the titles of Patient Rights or Public Relations in all the hospitals in order to fulfil this task. The complaints received by these units are assessed by the Council of Patient Rights which civil community representatives too take part in.

The Unit of Patients and Staff Security and the Committee of Hospital Infections, which were established for the purpose of protecting patients against

malpractice during medical operations, and for the purpose of preventing hospital infections, are at service as legal obligations necessitate.

Table 4 shows medical service branches in front regarding medical tourism.

Accordingly, it is seen that medical branches especially such as dental treatments (implantation, prosthesis), sight diseases (lasik, cornea transplantation, cataract), general surgery operations (cholecystectomy, gastrectomy subtotal), tube baby application, cardiovascular surgery (bypass, coronary bypass), cardiology treatments (angio and stent), orthopedic operations (hip-joint prosthesis, knee prosthesis, and meniscus operations), urology treatments (cystectomy, nephrectomy, prostate operations) take the lead in the city

High quality health care is offered in tube baby centers of Blacksea Technical University and in tube baby centers offering private service. It is quite important in terms of orthopedic treatments that there be a hospital dealing with only osteological diseases. Besides there is a Cardiology and Cardiovascular Surgery Hospital, there are strong Cardiology and Cardiovascular Surgery clinics in the University Hospital. Also, there exist the same clinics in other hospitals. Angio, stent insertion, and bypass operations are commonly conducted. Advanced applications like dental implantations are conducted in the University Dental Hospital, and other dental treatments are successfully conducted in two dental hospitals. First comes the University Hospital concerning treatments of sight diseases, but many attempts are being made in other hospitals. Every kind of medical service is offered by the hospitals save for those mentioned above. Seeing that generally 60% of hospital bed capacity is in use, there exists vacancy that will meet medical tourism demand.

One indispensable pretext for medical tourism is its price's being reasonable in addition to the quality and security of health care. That's why, table 5 shows price comparison.

Quality and price of the service demanded in medical tourism are two main factors taken into account by medical tourists. Low quality medical service, long waiting periods and high prices in the countries sending medical tourists have directed the citizens to other medical tourism destinations. Medical tourism prices in the region are compared with those in the countries sending medical tourist and with the countries pretentious at medical tourism. To illustrate, a patient demanding single implant service for dental treatment can have it paying 170\$ in Trabzon, while paying 10000\$ in the United States, 3150\$ in England, 963\$ in India. On the other hand, a couple demanding tube baby treatment have to pay 14000\$ in the United States, 5700\$ in Singapore, whereas this treatment is available at 1715\$ in Trabzon. When the table is

looked through, it is seen that this region is advantageous over its equivalents in terms of prices in many medical treatments.

Table 6 shows Trabzon's share in present medical tourism market.

The table above shows the number of tourists coming to have medical service. 10 leading countries are displayed in this table. So, those who benefited from medical service most were German Tourists with the number of 285 patients in 2010. Germany was followed by Azerbaijan with 206 patients, and Russia with 111 patients. 1225 foreign tourists in total benefited from medical service in Trabzon in 2010. It is observed that people from Caucasia, Middle East countries, other Turkish countries, and abroad Turkish citizens apply more for medical operations to health centers in Trabzon. Additionally, Trabzon was among the top 10 cities visited most in Turkey in terms of medical tourist number according to 2010 medical tourism data.

Given that information, it can be said that Trabzon will be able to become an important medical tourism market for Middle East countries, Russia, Caucasia, and Middle Asia countries with its distinguished facilities capable of meeting medical tourism demand turning into a trend in recent years.

4.3. Tourism in Trabzon

When its natural and cultural values are evaluated, Trabzon has potentiality which can render possible the development of alternative tourism which is brought about outside traditional tourism understanding based on "sea, sand, the sun" triple, and gets more and more important. City's tourism potentiality depends mainly on nature and culture. City contains in itself variable tourism opportunities. City center and cultural adornments around it, tourism centers, a special protected area, its natural beauties, projects being conducted concerning the applicability of eco-tourism on city's agenda, cultural and artistic activities bring on acceleration of city tourism (DOKA,2012). Trabzon is one of the favourite cities for alternative tourism with its historical and cultural values such as museum, castle, bridge, mosque, monastery, and with its tourist attractions such as plateau, lake, national park, cave. Sümela Monastery, Uzungöl Plateau, and Aya Sofia Museum, which are among the city's tourism resources, are visited by many domestic and foreign tourists.

There are 25 tourism business enterprise certificated facilities and 13 tourism investment certificated facilities in Trabzon by 2010. In the city center, 1 five-star, 5 four-star, 7 three-star, and 9 two-star hotels are serving. There are also 36 housing facilities under the titles of plateau city, pension, guesthouse, motel, camping, mount house, holiday village in the plateaus of Trabzon. 8 tourism business enterprise certificated and 30 municipality certificated restaurants are at service in the city. And also, there are 52 group A, 1 group B, 3 group C travel agencies (<http://www.trabzonkulturturizm.gov.tr>). When tourism demand for Trabzon is calculated, it is seen that the number of visits to facilities is 178,954, the number of night-stays is 289,281, staying time on

average is 1,6 days, and fullness rate is 27,72%. Of the visitors staying at facilities, 23.368 are foreign tourists, 155.592 are domestic tourists (<http://www.ktbyatirimisletmeler.gov.tr>). 52% of domestic tourists and 79% of foreign tourists coming to Eastern Blacksea region also visit Trabzon (DOKA, 2012).

Trabzon is an important destination of the region in plateau tourism with its plateaus. Historically, native people have given great importance to plateau life. Plateaus are places which are sources of sustenance and peace for local people especially in summertime (Doğanay, 2010; 616). Plateau tourism has been an important option for individuals bored with distressing and tiring city life in recent years. Thousands of people go to the festivals in the plateaus and join activities there. Maçka-Şolma Plateau, Akçaabat-Karadağ Plateau, Tonya-Armutlu Plateau, Araklı-Pazarlık Plateau, Araklı-Yeşilyurt-Yılantaş Plateau were announced to be tourism centers. There are many other plateaus like Hıdırnebi, Kuruçam, Şalpazarı, Sazalanı, Kiraz, Kudında, Maura, Mecit, Sultanmurat (Şenol, 2008; Baldran & Ulubay, 2008 377; <http://www.ktbyatirimisletmeler.gov.tr>). There are a lot of facilities offering both housing and catering services in the plateaus announced to be tourism centers.

The Uzungöl, one of the most important tourist attractions in Trabzon, is 20km distant to Çaykara village. Uzungöl is a lake which, centuries ago, arose from closure of Haldizen Plateau's frontal side in consequence of landslide and accumulation of Haldizen stream flowing through Haldizen Plateau. There are lots of business enterprises offering tourism service in wooden bungalows on hillsides. Surroundings of 10 lakes around the Uzungöl are used as gaitway by visitors. The Uzungöl, popularity of which is increasing day by day, is visited by thousands of tourists from many countries, foremost Middle East. Trabzon is a center hosting various civilizations and cultural values during historic terms. Some important monuments in terms of culture and belief tourism are these; Sümela (Holy Marry) Monastery, Aya Sofia Museum, Trabzon Museum, Vazelon Monastery, Saint Maria Church, Saint Michael Church, Saint Anna Church, İskender Pasha Mosque, Lady Gülbahar Mosque, Orta Hisar Fatih Mosque, Atatürk Mansion, Trabzon Castle. Sümela Monastery is the oldest temple of the region. Not only is it one of the most important monasteries of the region, but also of Turkey with its peculiar mysterious architecture inside the nature (Şenol, 2008). Sümela Monastery, the earliest one in Anatolia, and one of the most important monuments of Orthodox thought in Christianity, is a center of belief. Also, it has nature tourism potentiality with its unique natural beauty, and it has history tourism potentiality with its past dating back to 4th century B.C. So, the monastery's being one of the oldest Christian temples in the region has greatly contributed to its

becoming a very important center in terms of belief tourism.

5- Conclusion

It is estimated that the world medical tourism market will grow rapidly in accordance with changing and increasing guest expectations, that this market will reach a level of 100 billion dollars in 2012. Turkey maintains its activities for the purpose of being the leading country in the planning and strategy of medical tourism in context of alternative tourism approach. In that context, Trabzon, in the Eastern Blacksea Region, owing to its proximity to Caucasia, Russia, Middle East countries, and Eastern Europe countries, owns enough capacity of facilities and personnel to serve easily in those countries' medical tourism market. Certainly, both university hospitals and public hospitals and private hospitals are technically equipped enough to meet medical tourism demand in the region. When the current facility and expert capacity of hospitals in Trabzon are looked over, medical services in front are those; Cardiology, Cardiovascular Surgery, Osteologic Diseases, Tube Baby, Sight Diseases, Oral and Dental Health.

Consequently, quality of health service, adequacy of physicians and health personnel, and legal trustworthiness and assurance of service are on a level with those of E.U. countries, other developed countries, and the countries pretentious at medical tourism. As to Its advantages in terms of medical tourism, the price of medical service is much cheaper than those of other medical tourism destinations; there are nature, history, and belief tourism opportunities which tourists can experience; it is close to Middle East, Caucasia, and Middle Asia countries.

In order to develop medical tourism in the region, it is recommended that organizational structures of hospitals be accorded with medical tourism strategy, that travel agencies specialize in medical tourism, and incline towards advertisement and introduction projects for targetted market accordingly, that foremost local governors, all the enterprisers in Trabzon determine city's medical tourism strategy.

REFERENCES

- AKDU, S. (2009). Sağlık Turizmi Kapsamında Medikal Turizm ve Türkiye'deki Uygulamalar Üzerine Bir Araştırma; İstanbul ve Ankara Örneği (A Research on Medical Tourism and Applications in Turkey in Comprehension of Health Tourism, *Unpublished Higher Education Thesis, Gazi University Educational Sciences Institution*. Ankara, Turkey.
- ALTIN M., Singal M. & Kara D. (2011). Consumer Desicion Components For Medical Tourism: A Stakeholder Approach, Houston, Texas:16th Graduate Students Research Conference.
http://scholarworks.umass.edu/gradconf_hospitality/2011/Presentation/18/. 25.03.2012.
- AYDIN, D., Yılmaz, C. (2010). *General Directorate of Primary Health Care Services*

(Medical Tourism), Medical Tourism Research (Part One), Ankara: HealthMinistry Publications.1-52.

- AYDIN, D., Cemalettin, A., R.Pars, Şahbaz., Sıddık, A. (2011). *Türkiye’de Medikal Turizmin Geleceği (Future of Medical Tourism in Turkey)*, Ankara: Health Ministry Publications, pp.1-22 .
- BALDIRAN, Ş., Ulubey, A. (2008). Karadeniz Bölgesi (The Blacksea Region), In Gürhan Aktaş(Eds.), *Turizm Coğrafyası (Tourism Geography)*, (pp: 371-391), Ankara: Detay Publications.
- CHEE, H.G. (2007). Medical Tourism in Malaysia: International Movement of Healthcare Consumers and the Commodification of Healthcare, *Asia Research Institute*, Working Paper No. 83, pp:1-32.
- CONNELL, J.(2005). Medical Tourism: Sea, Sun, Sand and Surgery, *Tourism Management*, Vol:27, No:6 pp: 1093-1100.
- COOPER, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2008). *Tourism Principles and Practise. (4th Ed.)*. London:Prentice Hall Publishing, (Chapter 8).
- DOĞANAY, S. (2010). İşlevsel Değişim Sürecinde Çakırgöl Çevresinde Yaylalar ve Yayılacılık, *Uluslararası İnsan Bilimleri Dergisi*, V:7, No:2, pp: 612-639.
- DOKA (Eastern Black Sea Development Agency). (2012). TR 90 Eastern Black Sea Region Plan 2010-2013, *Eastern Black Sea Development Agency Publishing*, Trabzon.
- EISLER, L.A. (2010). The Lived Experience of Seeking Health Care Through Medikal Tourism: An Interpretive Phenomenological Study of Alaska Patients Travelling Internationally for Medikal and Dental, John University of Hawaii, *Dissertation Doctor of Philosophy in Nursing*.
- GOELDNER, R. C., Ritchie, J. R.B. (2003). *Tourism: Principles, Practices, Philosophies*, (9th Ed.), New Jersey: John Wiley & Sons, (Chapter 1).
- HEALTH MINISTRY (2010). Annual Health Statistics Booklet, *Health Ministry Publications*, pp: 55, Ankara.
- HERRICK, D. (2007). Medical Tourism: Global Competition in Health Care, *NCPA Policy Report No: 304*. Dallas, Texas.
- HOLLOWAY, J. C., Humphreys, C., Davidson, R. (2009). *The Business of Tourism (8th Ed.)*, London: Prentice Hall Publishing, (Chapter 1).
- HOROWITZ, M.D., Jeffrey, A.R., Christopher A.J. (2007). Medical Tourism: Globalization of the Healthcare Marketplace, *MedGenMed Medscape General Medicine Journal*, 9(4) , pp. 33.
<http://www.ncbi.nlm.nih.gov/pubmed/18311383>, 24.03.2012.
- İBIŞ, S. (2009). Bir Sağlık Turisti Yedi Herşey Dahilciye Bedel, *The Habertürk Newspaper*, March 15th 2009.
- İÇÖZ, O. (2009). Sağlık Turizmi Kapsamında Medikal (Tıbbi) Turizm ve Türkiye’nin Olanakları (Medical/Medicinal Tourism and Turkey’s Facilities in Comprehension of Health Tourism), *Yaşar University Journal*, Year: 4, Vol:14, pp:2257-2279.
- KANDASAMY S., Rassiah P. (2010). Investigating the Contributing Factors to Medical Tourism in Malaysia and It’s Impact on Profitability, Malaysia: *International Conference on Business and Economic Research (ICBER 2010)*.

- http://www.internationalconference.com.my/proceeding/icber2010_proceeding/icber2010_proceeding4.htm. 25.03.2012.
- KAZEMI, Z.(2008). *Study of the Effective Factors for Attracting Medical Tourism in Iran*, Unpublished Master's Thesis, Lulea University of Technology, Department of Business Administration and Social Sciences, Division of Industrial Marketing and E-Commerce, Sweden.
- LUNT, N., Percivil, C. (2010). Medical Tourism Assessing the Evidence on Treatment Abroad, *Journal of Maturitas*, Vol:66, pp:27-32.
- MACLEOD, D.V.L. (2005) . Alternative Tourism: A Comparative Analysis of Meaning and Impact, In W. Theobald (Ed.), *Global Tourism* (3th ed. pp. 123–140). Burlington: Butterworth-Heinemann/Elsevier Publications.
- ŞENOL, F.(2008). *Turizm Coğrafyası (Tourism Geography) -Yöresel Turizm Kaynaklarımız ve Dünya Harikaları (Our Local Tourism Resources and Wonders of World)*, Ankara:Detay Publications.
- TRABZON CITY HEALTH OFFİCE,(2010). Statistics of Foreign Patients Visiting Trabzon City-Year 2010 Data.
- TÜSİAD. (2007). Türkiye İçin Yeni Bir Fırsat Penceresi: Tıp Turizmi (A New Window of Opportunity for Turkey: Medicine Tourism), *Turkey Industry and Businessmen Association Publications*.
- WORLD HEALTH ASSOCIATION AND HEALTH TOURİSM ASSOCIATION, (2010). Report of Determining Health Tourism's Position in the world and Turkey, and Recommendations for Solution.

Web References;

- <http://www.ktbyatirimisletmeler.gov.tr/TR,10392/saglik-ve-termal-turizm.html>
22.12.2011
- <http://www.ktbyatirimisletmeler.gov.tr/TR,9856/konaklama-istatistikleri.html>
05.01.2012
- <http://www.ktbyatirimisletmeler.gov.tr/TR,9857/isletme-belgeli-tesisler.html>
22.12.2011
- <http://www.ozelrastaneler.org.tr/images/Documents/sanal%20k%C3%BCt%C3%BCphane/D%C3%9CNYA%E2%80%99%20DA%20VE%20T%C3%9CRK%C4%B0YE%E2%80%99%20DE%20SA%C4%9ELIK%20TUR%C4%B0ZM%C4%B0-2010.pdf> 22.12.2011
- <http://www.saglik.gov.tr/SaglikTurizmi/belge/1-10592/turizm-ve-saglik.html>
22.12.2011
- <http://www.saglik.gov.tr/TR/dosya/1-72656/h/genelge-1.pdf> 21.12.2011
- <http://www.trabzonkulturturizm.gov.tr/belge/1-63941/nasil-gidilir.html> 02.04.2012
- <http://www.trabzonkulturturizm.gov.tr/belge/1-81564/seyahat-acentalari.html>:
05.01.2012
- <http://www.ivfcost.net/> 23.02.2012.
- <http://www.treatmentabroad.com/cost/cosmetic-surgery-abroad-cost/breast-enlargement/> 23.02.2012.
- <http://search.healthcentral.com/query?q=medikal+turizm+costs&ic=506010&x=33&y=17> 23.02.2012.
- <http://www.surgerycosts.net> 23.02.2012.

APPENDIX 1: TABLES

Table 1: The distribution of bedded treatment centers per institutions in Turkey (2010)

Name of institution	Number of hospitals	Number of beds	Distribution of bed number %
Health ministry	843	119.891	60
Medical science faculties	62	35.001	18
Private hospitals	489	28.063	14
Other	45	16.995	8
Total	1439	199.950	100

Resource: Health Ministry Annual Health Statistics (2010)

Table 2: Trips To Turkey For Medical Tourism

Years	The Number of Medical Tourists		Medical Tourism Income (Million U.S. Dollar)
	The Number of Abroad Turkish Citizens	The Number Of Foreign Citizens	
2003	36.567	103.400	91
2004	38.273	133.400	126
2005	55.741	164.600	163
2006	39.834	153.900	192
2007	43.951	154.600	247
2008	62.171	162.480	282
2009	68.545	132.680	225

Resource: “The Report Of Determining Health Tourism’s Position In Turkey And The World And Recommendations For Solution” 2010, World Health Organization And Health Tourism Association.

Table 3: Capacity of Health Care in Trabzon City Hospitals

Hospital's Name	Numb. of Beds	Numb. of Doctors	Numb. of Health Personnel	Quality Document	Security of Patients and Staff, Committee of Infection	Unit of Patient Rights	Service of Directing The Disabled
Numune Education and Research Hospital	401	182	470	existing *	Existing	existing	existing

Ali Evren Chest Cardiovascular Surgery Education and Research Hospital	267	47	86	existing *	Existing	existing	existing
Fatih State Hospital	250	55	375	existing *	existing	existing	existing
Yavuz Selim Osteologic Diseases and Rehabilitation Hospital	303	25	291	existing *	existing	existing	existing
Oral and Dental Health Center	-----	52	60	existing *	existing	existing	existing
Blacksea Technical University Farabi Hospital	780	550	500	-	existing	existing **	existing
Blacksea Technical University Faculty of Dentistry Hospital	-----	73	77	---	existing	existing **	existing
İmperial Hospital	78	33	97	ISO:9001	existing	existing	existing
Yıldızlı Güven Hospital	97	31	53	-	existing	existing	existing
Private Blacksea Hospital	67	31	92	ISO:9001	existing	existing	existing
Woman Birth and Infant Diseases Hospital	210	45	255	existing *	existing	existing	existing
Total	2453	1124	2356				

Resource: Health Office Of Trabzon City (2010)

*Health Ministry Quality Document

**Servicing under the name of Public Relations Unit

Table 4: Medical Branches in Front in Trabzon, Capacity of Hospitals

BRANCH	APPLICATION	PRICE	NUMBER OF DOCTORS	HOSPITAL NAME
DENTISTRY	Extraction	90 \$	130	Blacksea Technical University Dentistry Faculty Hospital
	Implant Application (for each)	300 \$		Oral and Dental Health Center
	Full Dental Prosthesis	325 \$		İmperial Hospital
GENERAL SURGERY	Cholecystectomy	2350 \$	38	Blacksea Technical University Farabi Medicine Faculty Hospital
	gastrectomy subtotal	8250 \$		Trabzon Numune Hospital
	Thyroidectomy	3600 \$		Trabzon Fatih State Hospital
SIGHT	Cornea Transplantation	3000 \$	28	Blacksea Technical University Farabi Medicine Faculty Hospital
	Cataract Operation	2000 \$		Trabzon Numune Hospital
	Lasik	1750 \$		Trabzon Fatih State Hospital
WOMAN AND BIRTH	Tube Baby	1750 \$	42	Woman and Birth Hospital
	Tube Ligation	1750 \$		Blacksea Technical University Farabi Medicine Faculty Hospital
	Tuboplasty	1750 \$		Yıldızlı Güven Hospital
CARDIO VASCULAR SURGERY	2 Coronary Bypass	9500 \$	39	Ahi Evran Cardiology Hospital
	3 Coronary Bypass	11750 \$		
	5 Coronary Bypass	12000 \$		
CARDIOLOGY	Angio	1370 \$	39	Blacksea Technical University Farabi Medicine Faculty Hospital
	Stent	1900 \$		Private Blacksea Hospital
ORTHOPE DICS	Hip Joint Prosthesis (except prosthesis)	7000 \$	40	Yavuz Selim Osteological Diseases Hospital
	Knee Prosthesis (except prosthesis)	7000 \$		Blacksea Technical University Farabi Medicine Faculty Hospital
	Meniscus	4700 \$		Trabzon Numune Hospital
UROLOGY	Cystectomy	5000 \$	28	Blacksea Technical University Farabi Medicine Faculty

			Hospital
	nephrectomy, radical	6650 \$	Trabzon Numune Hospital
	Prostate	6000 \$	Trabzon Fatih State Hospital

Resource: Health Office Of Trabzon City (2010).

Table 5: Comparison of International Medical Tourism Prices

COUNTRY	DENTAL (implants)	EYE (lasik eye surgery)	WOMAN -BIRTH (in vitro fertilization)	CARDIOLOGY (Coronary Bypass)	OSTEOLOGICAL DISEASES (knee replacement and ortopedics)	UROLOGY (prostate removal surgery)
Turkey (Trabzon)	170 \$	2290\$	1715\$	10300 \$	5730 \$	4960\$
The U.S.A.	10000\$	3700\$	14000\$	32650 \$	57290 \$	19000\$
England	3150 \$	4113\$	11000\$	18300 \$	21000\$	7300\$
Tailand	1790 \$	1076\$	5000\$	12600\$	8400\$	6000\$
Singapore	1150 \$	2000\$	5700\$	23000\$	9350\$	7000\$
Tunisia	1050 \$	1300\$	2500\$	7525 \$	6300\$	3150\$
Iran	1850 \$	2000\$	2000\$	6000 \$	5350 \$	3000\$
India	963\$	1575\$	3000\$	4500\$	6300\$	3760\$

Resources; <http://www.ivfcost.net/>, <http://www.treatmentabroad.com>,
<http://www.healthcentral.com> , <http://www.surgerycosts.net>,
<http://www.mums.ac.ir>. A. Date: 23.02.2012

Table 6: The statistics of foreign patients visiting the city of Trabzon (2010)

Countries	Patients Applying For Emergency	Patients Having Health Care In Polyclinics	Patients Staying In The Hospital	Patients Operated In The Hospital	The Sum Total Of Patients
Germany	147	123	10	5	285
Azerbaijan	116	82	8	0	206
Russia	65	40	5	1	111
Georgia	49	45	13	2	109
Saudi Arabia	65	6	0	0	71
France	30	21	0	0	51
Kirghizistan	14	24	7	1	46
Belgium	17	11	2	0	30
Uzbekistan	16	7	3	0	26
İran	12	11	0	0	23
Other	205	38	3	1	247
Sum	736	408	51	10	1225

Resource : Trabzon City Health Office Data (2010)

İsmail ÇALIK, Fazıl KAYA, Ali KÖSTEPEN ve Sedat BOSTAN, New Regional Destinations Waiting To Be Discovered In Fast-Growing Medical Tourism Market: Trabzon Sample
