



# TCA 331 Asian Travel and Tourism Development

## Week 2 Asian Tourism Trends - “Health Tourism”

University of Nevada Las Vegas

Summer 2020 – Session II (6.8.2020 – 7.10.2020)

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**Last lecture, we discussed about Sports tourism,  
especially focusing on cases of Asian Olympics**

***Sports tourism***

**In this lecture we will discuss**

***Health tourism (Medical tourism, wellness tourism)***

**Reading : UNWTO Asian Tourism Executive Summary  
PDF (posted on Module 2)  
pages 73-89**

**Assignment :  
Discussion 2  
Sunday 6/21 11:59pm**



# Health Tourism

Also called

**“Medical Tourism” “Wellness Tourism”**

Medical Tourism is a form of tourism which involves trips to international or domestic locations to use medical and evidence-based healing resources and services (Both invasive and non-invasive). This can include diagnosis, treatment, cure, prevention and rehabilitation



Health tourism  
in Asia



In the recent Asian tourism market, **“Health” “Medical” “Wellness”** are the key drivers



# “Medical” Tourism



- The increasing number of travels for health, wellness motivations
- Health tourism is not a new phenomenon or tourism product in many Asian countries
- Certain Asian providers of medical tourism have been pioneers of global health tourism development
- Top 5 Wellness Tourism Market (Global Wellness Institute)
  1. China
  2. Japan
  3. India
  4. Republic of Korea
  5. Thailand

# **Not only medical, but also “Wellness”**

- **Increasing attention on holistic services such as meditation, yoga, treatments due to following reasons:**
  - 1. Aging society**
  - 2. Increasing interest in quality of life**
  - 3. Change of medical paradigm from cure to care**
  - 4. Increasing GDP and spend per capita in Asian countries**
  - 5. Increasing therapy for lifestyle diseases: obesity, dementia, obesity, burn-out syndrome, depression etc.**

**Here are some examples of Asia's famous  
“wellness tourism” spots**





**The most-renowned medical tourism facility in Thailand**

# 1. Bumrungrad Hospital, Bangkok, Thailand



## Case study 3.1: Medical tourism in Thai hospitals

Bumrungrad Hospital in Bangkok has won international acclaim and is probably one of Thailand's best-known facilities for medical tourism. In 2002, it was the first international hospital in Asia to be accredited by the Joint Commission International (JCI), an organization based in the United States of America which accredits health-care organizations in order to raise the standards of delivery.



**Key destination for those interested in holistic services such as meditation and yoga**

## **2. Kerala, India**





**A must visit destination for spiritual travelers s well as luxury spa resort enthusiasts**

## **3. Bali, Indonesia**



# **1.1 Why medical tourism has been successful in Asia?**

- **Medical tourism in Asia started in 1970s and grew exponentially in 1990s**
- **Key success factors:**
  - 1. Affordable medical prices and insurance policies**
  - 2. Implementation of latest medical technology**
  - 3. Affiliation of tourism products with reputable hospitals**
  - 4. International certification systems**

# Discussion 2 – Due 6/21 Sunday 11:59pm

1) Reading : UNWTO Asian Tourism Executive Summary PDF (posted on Module 2)

“Health Tourism” pages 73-89

2) Go over the slides Week 2-2

3) Answer Discussion 2

**Give one example of travel destination in Asia that offers “health” “medical” or “wellness” tourism.**

Please try to find a destination that is not mentioned in the reading or slides.

What is the name of the destination? Provide description of the destination and a picture. What kind of medical, health or wellness tourism program do they have?

(at least 150 words or more)