

Abstract

Title:

The analysis of barriers and benefits of treatment of Azerbaijani tourists from their opinion in Ardabil in 2016

Background & objective: Health Tourism is an organized trip from ones living area to another location to maintain, improve and re-access one's physical and mental health and as one of the tourism dimensions, helps in a sustainable development and economic dynamism of the country. The aim of the current study would be investigating the influential factors in selecting Iran as a place to receive medical services through Azerbaijani tourist viewpoint.

Methods: In the current combined qualitative/quantitative study which is of descriptive/sectional type, first, variables influential in attraction and dissatisfaction of tourist determined through improbability sampling of tourists and then following the analysis of the results and reviewing, a Lickert-based questionnaire prepared and 213 tourists asked to complete it and finally scoring performed based on the severity of factors affecting the process.

Results: 35.7% were female and 63.4% were male. The most frequent age of people in this study was 20-40 yrs (43.2%). The most frequent referring to medical centers regarding the complaints was for internal diseases (10.3%), infections (9.4%), surgeries (8.5%) and urology (8%), respectively. Among understudy factors, the quality of the medical services (3.08 ± 0.05) and therapy costs (3.05 ± 0.35) were the most important factors through the viewpoint of tourists in traveling to Iran for medical cause. Security and medical equipments factors were in third place with 2.98 ± 0.04 and 2.98 ± 0.07 , respectively. The factor of easy traveling took the fourth place with 2.95 ± 0.05 . Waiting time was the least influential factor (2.84 ± 0.09).

Conclusion: results of the study indicated that quality of medical services, medical costs, security, medical equipments and easy travelling were positively affected the tourists in selecting Iran for their medical problems while, waiting time, therapy variation, sociological factors and tourism attractions were not much influential. Therefore, it is suggested that the first five factors getting prioritized in adopting the advertizing and marketing plans and also restrictive measures adopted to prevent the likely misuses.

Key words : Medical tourism , Azerbaijan