

EDITORIAL



Dr. Dursun AYDIN

The Middle East Health Tourism Potential

Health tourism is now an emerging alternative tourism trend in the world. In health tourism Europe, USA, Middle Asia and Middle East markets should be analysed and evaluated separately. In my this writing I dwell on Middle East market. When we assess health tourism as medical tourism, thermal tourism, elderly tourism, handicapped tourism, and spa-wellness European market constitutes a great place in elderly tourism. While thermal tourism and medical tourism have bigger importance for Middle East countries medical tourism is more important for island countries like England.

We should analyse economic, social and communal realities of Middle East in priority. This region has been under the influence of the West, especially England for 200 years. Affluent and well educated elite class live nested with the West. English is spoken like mother tongue by the community of region. The majority of people, especially ruling class and businessman and their relatives have unbelievable income and spend money. On the other hand labourers from India, Philippine work for USD 100-200 per month in Middle East and Gulf countries. All the banks, products, brands, living and conviviality of the West are available in those countries.

We can't equate Dubai, Syria, Bahreyn, even Kuwait. However, although this composition differs at certain rates the countries of the region receive health services mostly from the West. In recent years western countries have opened big hospitals in the region. For instance, American Hospital, German Hospital and Iran Hospital etc have been opened in Dubai, Bahreyn and Saudi Arabia. But in the region there are health staff vacancies like everywhere.

Thermal tourism and willingness and efforts to have qualified medical services seriously exist in the region. If thermals and hospitals of our country are introduced and marketed well we can attract that populace to our country easily. Each visitor can stay in our country for 15 days for basic or thermal treatment. Minimum USD 3000, USD 15-20.000 currency/per person as per maximum treatment plan can be left for each travel. A serious portion of the potential of the region's health tourism has skipped to Iran and Far East countries. Despite this reality the community of the region goes mostly to USA and England to meet their needs in the field of health tourism. 1% of the region populace come to our country for health tourism.

We haven't explained the health tourism potential of our country to Middle East and Gulf countries up to now.

An authority of Kuwait Health Ministry paid a visit to our stand during a fair in Dubai. This authority assumed that Turkey was far away from Europe. He was surprised when our country had border with Syria and said, "very close". We should think out carefully and find out whether this disgrace is upon him or our country.

Regards,

Health Tourism Authorities of the World will be meeting in Antalya

"The Association of Improving Health Tourism with the support of the Ministry of Health and Ministry of Culture and Tourism of the Republic of Turkey would be organizing the 1st International Health Tourism Congress on the 14-17 March 2008 in Maritime Pine Beach Hotel, Antalya-Turkey"



Health tourism that is a rising trend in the world has been on agenda and the importance of having a common speech and serious promotion campaign requirement have been reali-

zed. For the first time Health, Culture and Tourism Ministries of the Republic of Turkey and a non-governmental organization have come together and partnered in health tourism field.

Congress vice chairman Prof. Dr. Zeki Karagülle; "For health tourism advertisement, governmental support and voicing medical tourism, thermal tourism and elderly tourism altogether in the same arena carry great importance. The congress provides

them. However, the fact that the congress should be international and have numerous and various foreign attendants are a must and these have been provided", said.

The chairman of Association of Improving Health Tourism, Dr. Dursun AYDIN said; "Unfortunately health tourism activities, fair, symposium and publicity meetings done with goodwill or amateurish or just for commercial reasons have failed to reach their purpose up to now. Governmental authorities and foreigners haven't shown interest in those activities and sufficient attendance from abroad hasn't been provided. Even some of them were cancelled before being held. Then a serious disappointment and hopelessness appear in the sector. As an association we will start a new stage in health tourism with this congress. What is more important we will explain that health tourism is not only medical tourism but it is a general concept including thermal tourism, elderly tourism and medical tourism altogether.

Continuation in page 2

East Mediterranean Region found its place in health tourism



Health tourism is a rising star in our country. Middle East, especially Syria is an important market for our country. History, background, relationship of communities and border lines of Syria and East Mediterranean have constantly nested this region.

Adana governmental and private health institutions, governorship, university and health directory have put emphasis on health tourism for years. They have had works regarding Middle East.

Continuation in page 2

Health Minister was at our stand

Health Minister, Prof. Dr. Recep AKDAĞ was debriefed about "1st International Health Tourism Congress preparations" during paying a visit to our stand at İzmir Expo 2015 Fair"



Health Minister, Prof. Dr. Recep AKDAĞ and Culture and Tourism Minister, Ertuğrul GÜNAY made important statements related with health tourism during their visit

to Association of Improving Health Tourism stand at 2nd International Symposium held in Izmir on 14-15 February 2008.

Continuation in page 2

brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief ❖ brief

Spa-Wellness Congress held in Antalya

Spa-Wellness Congress was held in The Marmara Hotel in Antalya on 17-20 January 2008. There was sufficient attendance at the meeting where thermal facilities and Spa-Wellness centers related issues were discussed.

Continuation in page 2

We were at Emitt East Mediterranean International Tourism and Travel Fair

EMITT (East Mediterranean International Tourism and Travel Fair) was held in Beylikdüzü Tüyap Congress Center on 14-17 February 2008 by Ekin Fair Organization. Despite adverse weather conditions in İstanbul it

Continuation in page 2

2nd Health Congress will be held in Antalya

2nd Health Congress that will be organized in ANTALYA WOW Hotels Kremlin Palace by The Association of Health Ministry and AHMT (Association of Health Management and Training) on 9-13 April 2008 will be a congress to assemble the whole components of health

Continuation in page 2



Benefits and Returns of Health Tourism

Guest Writer



Dr. Constantine CONSTANTINIDES
Sağlık Turizmi Uygulama Başkanı ,
YUNANİSTAN

Health tourism can have many returns to a country in the long term. On the other hand though, one cannot credibly preach and promote Health Tourism and not stand out as a Paradigm (in terms of providing accessible and quality healthcare to your own citizens).

"This is the best we can offer" can no longer be an excuse for the poor quality of services in the public sector – when next door, "Export Quality Healthcare" is being provided to rich foreigners.

This observation provided us with the impetus to identify and point out the arguments which support the view that Health Tourism is "a force for the general good" (benefits initially accorded to the few, soon expand – or trickle down – to benefit the many).

And we found several:

- Some cities (in Southeast Asia) use revenue from medical tourism to underwrite entire hospitals, allowing these hospitals to offer free medical care to that city's residents

- In certain states in India, Special Tax on Health Tourism revenue will be used towards improving and providing public sector services

- The prospects of "good income at home" (in Health Tourism) is attracting back prominent and well trained medical and other healthcare professionals from amongst the "Diaspora". We have seen many of these devote at part of their time to public sector service.

- High-paying and demanding foreign patients provide an incentive for hospitals to upgrade to state-of-the-art technology – which then also becomes available to the locals

- The effects of "outbound" Medical Tourism (loss of clientele) on local healthcare costs (prices). We are seeing "increased transparency" and the re-assessment of costing and pricing (lowering) – in response to the foreign competition

While "Export Quality Healthcare" is served to the foreigners own citizens of a country will also draw advantages from it.

Health Minister was at our stand

Starts from page 1

Thus, Izmir has realised the most crowded symposium. Health Minister Recep Akdağ, Izmir Governor Cahit Kırac, Mayor of Metropolitan Municipality Aziz Kocaoğlu, Former Germany Prime Minister Gerard Schröder participated in the 2nd International Symposium that was one of the most important tests of Izmir to be candidate EXPO 2015. Additionally, deputies, head and representatives of trade associations and 202 foreign delegates from 107 countries attended the symposium held at Fuar Kültürpark 1 A Hole successfully.

Izmir has been prepared to host EXPO 2015 with the themes, "New routes for Health. Health for everybody, a better world". The 2nd International Symposium carried out in Izmir hosted by and under auspices of the president of the republic of Turkey, Abdullah Gül. It was carried out by the attendance of 202 delegates, Health, Culture and Tourism Ministers and senior managers. After symposium the tours of Izmir and Denizli were organized for participants. The stand of Association of Improving Health Tourism that is a non-governmental organization attracted considerable attention of the visitors. The stand of our association took place inside the event hall.

Our stand was also visited by former Germany Prime Minister Gerard Schröder who was a delegate of the symposium. Our another important visitors were Health Minister of the republic of Turkey Prof. Dr. Recep AKDAĞ and, Culture and Tourism Minister of the republic of Turkey Ertuğrul GÜNAY. The ministers got information from the vice chairman of Association of Improving Health Tourism, Dr. Fatih Taşlıçay with regards to the activities of our association and the last status of our Works for the 1st 'International Health Tourism Congress held in Belek/Antalya on 14–17 March 2008.

Health Minister, Recep Akdağ especially referred to elderly tourism of health tourism during his visit to our stand. He told about the importance of private health establishments and qualified staff in health tourism.

Also many senior officials and delegates visited our stand. Standımızı çok sayıda üst düzey bürokrat ve delege de ziyaret etti. Izmir became a candidate to EXPO 2015 by the themes of "New routes for Health. Health for everybody, a better world". The selection of the city hosting EXPO 2015 will be clear at the General Assembly of Paris International Exhibitions Bureau on 31 March 2008.

We were at Emitt East Mediterranean International Tourism and Travel Fair

Starts from page 1

hosted many domestic and foreign attendants. Tüyap Congress Center with its fully occupied 10 halls displayed a sample of flueless industry. Hotels and tour operators with their adverts were at EMİTT 2008 to be able to fully booking for this summer. Besides domestic tourism investors countries such as NCTR, Syria, Cuba and Sudan were available at the fair with their ethnic shows as well to attract tourists to their own markets. Af-

ter all in the fair hall it was possible to see whole Turkey, city by city. Our all cities cheered the fair hall by their touristic specialities, crops, various tastes and with their local musics at times. Like past years EMİTT 2008 became one of the leading events for classic tourism activities in this year too by hosting a lot of foreign participants in addition to many local attendants.

East Mediterranean Region found its place in health tourism

Starts from page 1

Hatay that is the center of civilization borders on Syria. Both region communities have always lived together. The region is going forward seriously in health tourism. In near future an A class hospital with 100 beds will be put into service. A n appealing thermal hotel with 750 beds will be also opened after 2-3 months. Above all Hatay Airport has been put into use. They say that they have existed in both culture and health tourism from now on. A new working in health tourism has been launched by the leadership of health directorate.

Gaziantep is one hour away from Halep of Syria. The city borders with other South East cities. Gaziantep also would like to use its closeness to other Middle East countries. Private health sector with 4 private hospitals

and newly building 4 big private hospitals it is the most important private health center after Istanbul in comparison to population. The university is considerably assertive in health tourism, especially for onkoloji patients with its newly opened additional building with 300 beds. Gaziantep local health directorate has sign a hospital twinning agreement between a children's hospital in the city and a hospital in Halep

It is shown that not only Istanbul plays a role in health tourism but also East Mediterranean region. This region has been prepared to catch up with Middle East health tourism potential and dealt with it with an extensive participation to 1st International Health Tourism Congress held in Belek/Antalya on 14-17 March 2008.

Spa-Wellness Congress held in Antalya

Starts from page 1

In the congress where there were a lot of experts of their fields and many people from Gazi University including the students and academic staff argued about the faults of Spa-Wellness practices and the false impression of massage in our country by creating a good atmosphere of the exchange of views. In addition to the congress attending firms had the chance

to introduce themselves by the stands set in foyer hall. Association of Health Tourism with its stand in foyer hall met the entire firms that visited its stand and exchanged views about health tourism and Turkey. Famed performer, Işın Karaca amused a wonderful gala night to the attendants and Spa-Wellness 2008 awards were revealed.

Health Tourism Authorities of the World will be meeting in Antalya

Starts from page 1

We will stress that the priority in health tourism isn't health but alternative tourism package. We will bring a new hope and drive to the sector".

The chairman of Association, Dr. Dursun AYDIN continued to his following words.

"The total turnover of the world health tourism is around USD 100 billion (including medical, thermal and medical tourism) Our country should set goal of catching 10% of this turnover. We have the power and potential to catch this goal.

We can notice how our association is serious about the promotion of health tourism by looking at our activities. We attended Bahreyn Health Tourism Fair in 2007 and , Fair in Dubai in January 2008.

We are already preparing for the upcoming events abroad regarding health tourism. Our team travels city by city inside our country for fair and catalog works and eventually our intention and words will be seen at 1st International Health Tourism Congress" dedi.

Chairman AYDIN, invited all the related people to the congress telling that we expect the entire health associations, thermals, tourism, sector representatives and authorities with regards to health tourism of our country.

2nd Health Congress will be held in Antalya

Starts from page 1



sector discussing every aspects of health services and enlightening the plans of health programs for the future.

In the light of launched

legal arrangements the congress with its executive participants from the govern-

mental and private health related establishments all around Turkey aims at settling troubles faced during practical applications since it is a congress meeting executives and service providers directly. It will be also a training congress to discuss new regulations and developments related with health, provide adaptation of operators in governmental and private sectors and argue problems objectively to find solutions.

Possible Lecturers and Attendants,

- Administrators of Health Ministry of the Republic of Turkey,
- Administrators of Finance Ministry of the Republic of Turkey,
- Administrators of Ministry of Labour and Social Security of the Republic of Turkey,
- Military Hospitals and their administrators (Chief Physician, Clinic Chiefs, Institution Directors)
- Directorate of Social Security Organization,
- Administrators of the directorate of the courts of account of the Republic of Turkey,
- Directors of Public Procurement Authority,
- Representatives of Universities with regards to health,
- Directors of Local Health Authority,
- Directors of University Hospitals (Chief Physician, Clinic Chiefs, Institution Directors)
- Directors of Governmental and Private Hospital (Chief Physician, Directorate, Head Nursing, Directors and their Deputies)
- Directors of Hospital Accounting and their Deputies,
- Medicine Sector and Representatives of Medical Sector,
- Directors and Representatives of Private Health Establishments
- Data Processing, Hygiene and Food related with health,
- Representatives of Security and other hospital service providers

The Importance of Plastic and Esthetic Surgery In Medical Tourism



Doç. Dr. Hayati AKBAŞ

FBM Laser Aesthetic Plastic Surgery Clinic
Istanbul, Samsun

Esthetic Plastic Surgery is one of the most important branch when it comes to medical tourism.

Why?

Because Esthetic Plastic Surgery

is a special branch and medical field. Esthetic Plastic Surgery is a medical frontiere where art and science unites and where natural talent plays an important role.

Esthetics and beauty, not just in this era but from the beginning of the humanity, have always been important sentiments for human beings. Humans always looked for the ways for becoming more esthetic and chased after the stylish and beautiful. The power of these feelings played and important role in commencing of Esthetic surgery.

In the 20th century Esthetic surgery developed alot and eventually reached the level of progression of this very day. Both men and women want to benefit from the potentialities

of Esthetic surgery and today investments are getting bigger on this field.

Esthetic Plastic Surgery involves more than it is thought of and also the population this branch covers is more than it is thought. Esthetic part of Esthetic Plastic Surgery is more famous than the plastic part and the concern to this field is growing bigger every other day. This interest is growing parallel in Turkey as well. Cleft-lip, Prominent ears, absence of ears (anathia), anomalies of jaw, anomalies of hand - feet(sindactily), problems with head-neck, scars after burns, skin cancers and anomalies caused after cancer treatment are just some of the cases plastic surgery deals with.

When it comes to esthetic surgery

we see, rhinoplasty, breast enlargements, abdominal precedures, facial anti-ageing treatments, hair transplantation, liposuction, operations for extremities and even sexual organ reconstructions. It can take pages to list all the areas Esthetic and Plastic Surgery deals with.

In my opinion, such a medical branch with a large variety of cases with a generally healthy patient profile with only one problem makes it easier to see the importance of connection between plastic surgery and medical tourism, because these patients are mobile which comes to the point that they are able to travel easily.

When health tourism is mentioned one should

firstly think of plastic surgery since it mostly is elective surgery.

Plastical surgery patients are generally well-educated and wealthy people. Some of these patients may desire to keep their operations confidential, thats why they choose to travel abroad to a different destination. And again these people look for qualified surgeons and prefer to be operated by doctors who are qualified in one significant area.

Plastic surgery patients are generally healty people therefore can attend and enjoy pre-op and post-op activites and all kinds of vacations.

It is a fact that these people who are eager for esthetics and beauty are potential tourists because they would also like to enjoy and experience fun activities and cultural activites.

Another point is that many of these patients are aware of the cost-minimisation, therefore would look forward to get treated in a cheaper but more qualifed country and at this point we see the advantages of TURKEY which are;

Turkey takes the lead in Plastic Surgery among other countries in the world.

Turkey is more cheaper than many other countries when operation prices are considered.

On the other hand Turkey has many possibilities regarding historitcal natural and touristical advantages and places.

We (as Turkey) should use these advantages along with Eshtetic Surgery as a locomotive to gain importance both in tourism and other areas and branches of medical tourism.

In medical tourism Esthetic surgery has a more important role than it is tought.



Yıl: 1 Sayı: 2 Mart - Nisan 2008

ISSBN: 1308-0563

www.saglikturizmibulteni.org

Property of Association of Improving Health Tourism, Represented By
Dr. Dursun AYDIN

Editor General
Enginer BIRDAL

Director of Script Writing
Arif DEMİRBAŞ

Publishing Coordinator
Engin YALÇINKAYA

News Director
Gökhan ŞANLI

Advisory Board
Prof. Dr. Nihat TOSUN
Prof. Dr. M.Zeki KARAGÜLLE
Prof. Dr. Mustafa PAÇ
Prof. Dr. Vural KAVUNCU
Doç. Dr. Hayati AKBAŞ

Uz. Dr. Levent SARAÇ
Dr. N.Kenan ÖZGÜLER
Dr. Serdar MERCAN
Dr. Haluk ÖZSARI
Kamuran ÖZDEN
Nevval SEVİNDİ

Advert Director
Berna TUNA

Legal Consultant
Av. Kudret SAYIN

Administration and Contact Address
Meşrutiyet Cad. No: 42/1

Kızılay / ANKARA
Tel: 0.312 231 26 65
Faks: 0.312 231 67 59
www.saglikturizmibulteni.org
info@saglikturizmibulteni.org

Sağlık Turizmi Bültenimize gelen yazıların yayımlanma hakkı bülten, yayınlanan yazıların sorumluluğu ise yazarlarına aittir. Yazı ve resimler kaynak gösterilerek iktibas edilebilir. Bültenimiz, basın ve meslek ilkelerine uyar. Bültenimiz ücretsiz dağıtılır.

Print Type: Yerel Süreli Yayın
Print Date: 10.03.2008

Graphics & Design
AREN Tanıtım Hizmetleri Ltd. Şti.
Ziya Gökalp Cad. Dr. Mediha Eldem Sok.
No: 38/15 KIZILAY/ANKARA
Tel: (0312) 430 70 81 - 82
info@arentanitim.com.tr
www.arentanitim.com.tr

Print:
Lazer Ofset Matbaa Tesisleri San ve Tic. Ltd.Şti
Kazım Karabekir Cad. Koyunlu Han
No: 95/1A İskitler/ANKARA
Tel: 0.312 341 23 70 • Faks: 0.312 342 28 98
e-posta: laserofset@myynet.com



A European city in Middle East,

As Association of Improving Health Tourism we participated in Arab Medical Fair organized in Dubai on 27 – 31 January 2008 to promote health tourism potential of our country.

We set up a stand in Arab Medical Fair in Dubai that is a center opening Middle East health and medical sectors to Europe. Dubai can be called the hearth of Middle East health tourism potential. o

With the cooperation of Culture and Tourism and Health Ministries our association identified Middle East as one of the target regions for the year 2008 to present health tourism potential of our country abroad. In this framework we also attended Health Tourism Fair in Bahreyn in November 2007.

After Health Tourism Fair in Bahreyn we opened a stand in the fair hall in Dubai on 27 – 31 January 2008 with a team consisting from the representatives of Health and Culture and Tourism Ministres and Association of Improving Health Tourism.

In our first visit to Dubai we toured around the region. We attended to the fair and tried to learn their feelings. Dubai became a center of Middle East economy and trade and of the

investments made by Western Countries to Middle East. Each of the hospitals in the region belongs to one country such as American Hospital, German Hospital, Iran Hospital etcand each of them represents that country. The region nests the entire Middle East countries, even Far East countries and Western countries as well. While native Arab population of the country is less than 400.000 the population circulating in the region is over 10 million.

With regards to health tourism we will organize symposium in Syria

The Tourism Attache and Consulate Authorities of the Republic of Turkey and Turkish firms were interested in our projects and gave great support. Additionally we had good cooperation plans with associations, instutions and organizations related with health tourism. For instance we planned to carry out a symposium called " Position and Importance of Middle East in Health Tourism" in Syria and made an agreement.

Arab Medical Fair is actually a fair in which medical equipment is exhibited. Around 3000 stands, 20 million visitor

and the products of over 60 countries were exhibited in this fair. Korea, China, France and Italy had minimum 3-4000 mÇ wonderfull halls and stands. The whole medical sector of the world was there. We felt as if we were at a fair in the mid of Europe. However, Turkish companies weren't in an ordered hall. They were unattractive and fragmented. This painful situation was the most negative aspect of our travel.

Fortunately few Turkish firms and our 2 private hospitals (Acibadem and Anadolu Healthk Group-ASM) were adored in the fair in name of our country.

Consequently, although Middle East is a potential rather closed to us the countries nearly ten of thousands km away from it took their shares in the market before us. We can still take a serious share in this region in health tourism as long as we direct ourselves to this region. Let us work and advertise. The mostly visited destinations in this region for health tourism consist of the areas of cosmetics, high technology medical treatment services and thermal facilities.

