

Motivators and Perceptions of Residents in North Cyprus towards Medical Tourism in Turkey

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ABSTRACT

Health is the most important factor in humans' life. A quality healthcare service for reasonable price is one of the basic rights of a person. Health tourism and medical tourism is one of the trend topics in the world but for North Cyprus residents only few researches have been conducted. This thesis will examine North Cyprus residents' perceptions toward medical tourism in both North Cyprus as well as in Turkey. The main reason for researching North Cyprus resident's perception is to find out why they are choosing Turkey as a main medical tourism spot instead of staying in North Cyprus. In addition, it is examined what are the motivator factors for North Cyprus residents to travel Turkey for medical treatment purpose. The survey conducted with 430 North Cyprus residents. According to results of this research, it is find out that North Cyprus residents have a positive perception towards medical tourism In Turkey. Also when it is compared with medical tourism in North Cyprus, the results showed that residents are expecting more inconveniences than the Turkey's medical tourism.

Keywords: Medical Tourism, Turkey, North Cyprus, Residents, Perceptions, Motivators.

ÖZ

Sağlık insan yaşamı için en önemli etkidir. Kaliteli ve uygun fiyatlı sağlık hizmetlerinden yararlanabilme ise bir insanın en temel hakkıdır. Son zamanlarda sağlık turizmi ve tıp turizmi dünyanın çoğu yerinde araştırılan bir konudur ancak Kuzey Kıbrıs için çok fazla çalışma bulunmamaktadır. Bu çalışmada Kuzey Kıbrıs'ta yaşayan kişilerin Türkiye'deki tıp turizmi hakkındaki algısını ve onları seyahat etmeleri için motive eden faktörleri araştırılmıştır. Kuzey Kıbrıs'ta yaşayan kişiler için Türkiye en önemli tıp turizmi yeri olarak görülmektedir ve Kuzey Kıbrıs'taki çoğu vatandaş tıp servislerinden yararlanmak için Kuzey Kıbrıs'ta kalmak yerine Türkiye'yi tercih etmektedir. Anketler, nicel araştırma tekniği kullanılarak dört yüz otuz kişiden anketler toplanmıştır. SPSS 22,0 istatistik analizi programı kullanılarak yapılmıştır. Toplamda Kuzey Kıbrıs'da yaşayan 430 kişi ile anket yapılmıştır. Sonuç olarak Kuzey Kıbrıs'ta yaşayan halkın Türkiye'deki tıp turizme olumlu baktığını ve Türkiye'deki tıp turizmden yararlanmak istedikleri bulunmuştur. Ayrıca Türkiye ile karşılaştırıldığında, Kuzey Kıbrıs'ta sağlıkla ilgili daha çok problem yaşayabileceklerini düşündükleri ortaya çıkmıştır.

Anahtar Kelimeler: Tıp Turizmi, Türkiye, Kuzey Kıbrıs, Yerel halkın algıları ve motive eden faktörler.

DEDICATION

To the most beautiful,

The most powerful and

The most angel hearted woman in the world.

To my mother Çiğdem Kurtuluş

I love you more than anything <3

Thank you for being the best mom

And best friend for me!

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LIST OF ABBREVIATIONS

IVF	In Vertilisation Fitro
JCI	Joint Commission International Accredited
MTA	Medical Tourism Association
MT	Medical Tourism
TRNC	Turkish Republic of Northern Cyprus
UK	United Kingdom
WHO	World Health Organization

Chapter 1

INTRODUCTION

Medical tourism (MT) has an upward trends in the world and it has been recently boomed. It is can be seen as a new global niche market. Medical tourism sector currently worth 55 billion USD by 2016 (Transparency Market Research, 2016) However, because MT is one of the fastest growing tourism sector in the world, by 2025 it is expected that the global medical tourism market is going to grow at around 18.4% over the next decade to reach approximately \$99.3 billion. According to Organization for Economic Co-operation and Development (OECD), it estimated that there are approximately 50 million medical tourists worldwide annually (N.Lunt, 2016). Medical tourism is reactive sector because people who are sick are travelling to have treatment and they are looking for the lowest price and high quality (N. Lunt, 2012). According to Patients Beyond Border top medical tourism destinations are Costa Rica, India, Israel, Malaysia, Mexico, Singapore, South Korea, Taiwan, Thailand, Turkey, United States (Medical Tourism Statistics & Facts, Patients Beyond Borders, 2017). Middle class patients started to visit developing destinations to have high quality healthcare treatments with lower costs. Cost is one of the most important factors for travelers choosing destination for MT. We can clearly see from the Medical Tourism Statistics & Facts that after India and Thailand, Turkey is seen as a one of the low-cost medical tourism spots and medical tourist can save up 50-65% than having treatment in United States (Patients Beyond Borders, 2017).

The average range of savings for these most-traveled destinations are given below (Patients Beyond Borders,2017):

Brazil: 20-30%

Singapore: 25-40%

Costa Rica: 45-65%

South Korea: 30-45%

India: 65-90%

Taiwan: 40-55%

Malaysia: 65-80%

Thailand: 50-75%

Mexico: 40-65%

Turkey: 50-65%

This study will be investigating perceptions of North Cyprus residents toward medical tourism in Turkey and what are the push and pull factors for them to decide on medical treatment spot. Cyprus has been ranked as the 4th country which they are sending the most health tourist with %5 (Aktepe, 2013). Cyprus and Turkey is very close each other it is just a one-hour flight to reach any destination in Turkey. Also Turkey has more doctors than in North Cyprus and packages that Turkey is offering is cheaper and more attractive so this can be the reason why North Cyprus is in the 4th place.

1.1 Research Problems

Both North Cyprus and Turkey is developing countries in the world. Turkey is one of the most visited medical tourism spots in the world because ease of accessibility, cost, quality equipments and medical services as well as attractiveness of tour packages. This study wants to examine why North Cyprus residents are choosing Turkey for their medical treatments (learn about their perceptions and motivators) and reasons of not having treatments in their home countries?

1.2 Aims and Objectives

This research aims to examine the perceptions of the residents in North Cyprus towards medical tourism (MT) in Turkey and the motivating factors to visit Turkey with the purpose of medical tourism. To achieve the aim of this study, the following objectives will be investigated:

- The most important factors when they choose destination for MT,
- Perceptions of the North Cyprus residents for healthcare and wellbeing programs, heavy and light treatments services in Turkey,
- Residents' perceptions towards health care facilities and services in North Cyprus and Turkey,
- Future intentions of the residents
- Differences of respondents' perceptions according to the demographic profile of the respondents.

1.3 Contribution of the Thesis

This research is going to contribute to the existing literature by investigating the perceptions of North Cyprus residents towards medical tourism in Turkey. Results will make a contribution for Turkish Republic of North Cyprus's (TRNC) Ministry of Health, North Cyprus's private and public hospitals, TRNC Ministry of Tourism and Environment, Turkey's Ministry of Health, Ministry of Culture and Tourism of Turkey and Investment Support and Promotion Agency Of Turkey as well as Investment Support and Promotion Agency Of TRNC.

In addition, it will contribute to the existing literature regarding to medical tourism by presenting North Cyprus and Turkey's healthcare facilities and perceptions of the North Cyprus residents.

1.4 Proposed Methodology

In this study, descriptive research was used to investigate behaviours and perceptions of North Cyprus residents. According to Dr. Y.P. Aggarwal (2008), “descriptive research is devoted to the gathering of information about prevailing conditions or situations for the purpose of description and interpretation”.

The population of this study is the residents of the North Cyprus. Datas were collected by using surveying. In this study snowball sampling is used to reach target respondents because it allows researcher to connect multiple referrals. This research will be quantitative reseach which will:

- Make easier to reach the 600 sample size and to quantify data and generalize results from a sample of the population.
- Measure the actions of various perceptions and opinions in a chosen sample.
- Reach to randomly selected respondents.

Be based structured techniques such as online questionnaires, on-street or telephone interviews (G. Szolnoki, 2010)

1.5 Outline of the Thesis

There are six chapters in this thesis, first chapter consist of information about aims and objectives, its contribution on the existing literature regarding body of medical tourism sector and proposed methodology.

The second chapter will consist of in-depth information about health tourism and medical tourism structure in the Turkey as well as North Cyprus and in the world.

Also chapter two provides theoretical framework of this study by defining briefly the concepts and factors for medical tourism. In addition, Pull and Push Motivation Theory is examined in chapter two.

Third chapter presents information about methodology of the study. Information about research approach and sampling technique are provided. Also sampling, procedure, questionnaire structure and measures are discussed. Finally, methodology part of this thesis provides information about how data are analyzed.

Chapter four consists results of the study that emphasize the significant motivators of the respondents in their decision to choose the medical destination. Demographic profiles of respondents are also provided.

Chapter five provides discussions, conclusion, and implications for health care sectors both in Turkey and North Cyprus. In addition, recommendations for future research are provided for?.

Chapter 2

LITERATURE REVIEW

2.1 Health Tourism

Health tourism has an upward trend in our globalised world and most of the countries want to involve in health tourism. Health tourism sector shows the leverage effect for the economies of these destinations because health tourism is not seasonal sector but it is valid during whole year. Health tourism have positive and significant relationship with related industries such as travel agencies, hospitality, airlines, food and beverage, pharmaceuticals, local shops, tour companies etc. According to the World Health Organization (WHO) health comprises complete physical, psychological (mental) and social well-being (WHO, 2016). There are various definitions for health tourism in the literature. Ross (2001) defined that health tourism is created by patients who travel from one destination to another for health purpose however according to Theobald (1998) for people to be health tourist they should travel away from their home for more than 24 hours. So according to Theobald (1998) definition, the person who stays less than 24 hours from his/her house are not considered as a health tourist but they are just “visitor”. Ringes (2008) highlighted that there are too many different definitions of health tourism available in the literature. Turkey’s Ministry of Culture and Tourism define health tourism as people who are travelling to another destination for benefiting from medical treatments.

Moreover, health tourism is defined as a sector that provides the growth of health care companies by using the potential international client market with those who need physical therapy and rehabilitation (The Culture and Tourism Ministry, 2016). According to World Tourism Medical Tourism Index (MTI), Canada is the number one in health tourism (Medical Tourism Index, 2016). According to the Medical Tourism Index rating developed by Fetscherin & Stephano in 2016, Canada leads the world with 76.9 score. Then it is followed by United Kingdom (74,87) and Israel (74.8). According to another index made by the International Healthcare Research Centre, the top European health tourism destinations are the UK (74,87), Germany (71,9) and France (71,22) with Italy and Spain following (Medical Tourism Index, 2017).

In the world, the size of global health tourism market is expanded. For 2017, it is expected to reach \$678,5 billion, according to the Global Spa Summit (Medical Tourism Index, 2016). Popularity for the market of wellness and health tourism is developed constantly in The Western European and it is expected to reach a figure of \$146,407.5 million. The Western European health and wellness market is expected to reach a figure of \$146,407.5 million. By 2025 the Eastern European Market is expected to reach numbers of approximately \$27,698.4 million. It has a significant increase because in 2012 it was just \$438,6 billion (MTI, 2016). In the Western European Countries, Germany is the leader with 12.7 million tourist arrival for wellness tourism and it is followed by Russia (8.5 million) and France (8.3 million). Also there are some many countries which experienced high grow rates in terms of wellness tourism (MTI, 2016).

According to estimates made in the ITB fair in Russia, Berlin (13.1) has experiences the biggest growth since 2013 until 2017. Then it is followed by Turkey (12.6) and

Poland (12.4). However, Germany is the leader with 12.7 million tourist arrival for wellness tourism. In the world according to World Health Organization (WHO) they are expecting that depression will be the most critical health issue which is threatening the world by 2030 (World Health Organization, 2017). Also between 1996 and 2005 people who are using anti depressants have been doubled. Also according to WHO another health problem will be clinically obese because in 2012 there was 1.6 billion overweight people and 300 million of them considered as a obese. The WHO data shows that obesity trend is rising for both adults and children. Risks of depression and obesity are at the same level so it will push people to be interested in healthy living by going spa and wellness centers. The Global Wellness Industry in 2015 found out that global wellness and health is generating \$3.7 Trillion and from wellness tourism world is generating approximately \$536 Billion (Global Wellness Economy Monitor, 2017).

2.1.2 Distinction between Medical Tourism and Health Tourism

Health tourism and MT are two different concepts which argued in the literature. In the literature some authors are preferring to use both health tourism and medical tourism also wellness tourism without making any differences however other authors like to make differentiation between these industries (Smith and Puczko, 2009).

The authors, who treat these terms equivalently, define “MT” and “Health Tourism” as having have treatments or surgery that has been planned in another destination from their home countries (Terry, 2007).

However, distinction should be must between those two concepts, whereby MT is the correct term to use in when the patient needs medical interventions (Yu and Ko,2012). For some authors the MT concept is a subset of health tourism (Pocock and Phua,

2011) but for others MT is a new niche in the health tourism sector (Connell, 2006). To define medical tourism, first the concept of medical tourists should be defined (Cohen, 2008). According to Cohen (2008, p.32), there are five types of medical tourists which are classified as following;

“1- Mere tourist: Is the person who is only in the holiday abroad without seeking for any medical treatments.

2- Medicated tourist: Is the person who needs medical treatments incidentally while he or she is doing holiday in abroad.

3- Medical tourist proper: Is the person who likes to be benefited from both touristic activities and medical treatments in the abroad.

4-Vacationing patients: Is the person who intends to benefit touristic activities during the medical treatments in the different country.

5-Mere patient: Is the person in abroad who only seeks for medical treatments.”

This 5 tourist types is not just serving to clarify the difference of two concepts it also shows that medical tourism cannot be defined as a intended pupose for example med-icated tourists they do not have any medical treatment purpose when they are travelling abroad.

According Turkey’s Ministy of Health (2012), health tourism is comprehensing three main subjects and they are;

“Treatments to Improve Health” -Spa, herbal theraphy, massage etc

“Services to have treatments (Medical tourism)”-Cosmetic surgery, heart surgery, Ophthalmologist surgeries, onchology etc

“Health Tourism”- Dialysis, comprehensive diagnostic, elder care program etc

According to the Turkish Ministry of Health, “health tourism” might be considered as composition of three subjects which are (Omay & Cengiz, 2013);

1. “Medical Tourism”
2. “Thermal Tourism”
3. “Elderly and disabled tourism”

Turkish Ministry of Health is also defining medical tourism as a subset of health tourism which some authors is also defining in the literature.

2.2 Medical Tourism

Medical tourism is a new form of ancient time health tourism. People for a long time have traveled for to seek health or to find cures only in a certain destination however with globalisation travelling for treatments become easier and cheaper. “Medical tourism creates more than US\$60 billion to the world economy and it is started to play an important role in the economies of developing countries (Heung et al., 2010).” Medical tourism (MT) is defined as a clients travelling from their home countries to another destination with the aim of treatment (Heung et al., 2010).

Medical tourism destinations are promising accessibility to healthcare facilities, more quality and cheaper (Grail Research, 2009). Ringes (2008) defined MT as travelling to destination for the purpose of disease or illness treatment that it is particularly for special health care needs. Furthermore, another reason to travel for MT amount of doctor

to client and nurse to clients are overallly more than clients home destination, also it is luxury and more comfortable rooms and accomodations are available for MT (Mohan, 2008).Furthermore objectives for medical treatments can be considered enjoyment and stress free activities with treatments (Yu et al., 2011). MT is a type of tourism that includes medical interventions existing and has longer effects (Connell, 2016). Medical Tourism Association (MTA) describes MT as the travelling from home to another place (domestic or foreign) for aiming to have healthcare treatments (Turkey Health Foundation and Health Association, 2010). Since medical tourism is arising because of the requirements caused by medical treatments problems, it is separated from the different tourism types. Globalization is one of the factor in contribution to the development of MT. Rise of medical tourism globally can be due to increasing healthcare expenditures and globalization in healthcare sector. Also treatments implemented in MT countries are usually future the health care scope and paying from their pockets (Crooks and Turner, 2011). It can also be shown as a cause for dramatical upscale in MT. Travelling for health care is not a new trend however it has important differences than the past meaning. In the old times, only wealth people would travel to the developed destinations to have highly innovated healthcares but in recent years, the way for travelling has changed (Herrick et al., 2007). A new trend for MT, middle class patients started to go developing destinations to have high quality healthcare treatments with lower costs.

Some researchers say that MT is for elective healthcare services (Turner, 2011) and it includes many types of treatments for example heart surgeries, dental, oncology, organ transplant, transplant and hip replacements. The contemporary of MT has an important and positive influence on the economy of the destination because of the development in technology and transportation (Horowitz, 2007). MT is a line between pain and

pleasure because patients who travel to medical tourism destination can have surgeries as well as they can visit touristic locations to release their stress and feel better. For example, in some destinations such as Turkey, client can have plastic surgery and visit the destination to see around. When the clients return to their home country people will never understand why the client looks very nice because they will never know that you had an liposuction or eyelifts etc. surgery. MT is a cost effective sector since the price of health care is the most efficient and effective reason for choosing destination however besides the price for medical tourism also there are another reasons such as decreasing the long hours waiting (Crooks et al., 2011) and quality of health care and treatment services are not covered by insurance system. Also some people are preferring a MT destination because of the procedures that is not provided or moderated in their countries (Crooks et al., 2011). Travel for medical surgeries performed with the aesthetic purpose and it is an important part in medical tourism and in most of the countries surgical interventions are not covered by the health insurance systems. Patients who want to get the aesthetic operations; they are looking for the cheaper and higher quality treatments in other destinations like India, Turkey and Malaysia (Grail Research, 2009). MT has an important effect on the economy of developing destinations and it creates around US\$60 billion to the world's economy (Heung et al., 2010).

Top 14 Medical tourist destinations by volume of care according to Frost and Sullivan (2015),

- | | | |
|--------------|----------------|-----------------|
| 1- Thailand | 5- Malaysia | 9- Brazil |
| 2- Hungary | 6- Philippines | 10- Mexico |
| 3- India | 7- U.S.A | 11- South Korea |
| 4- Singapore | 8- Costa Rica | 12- Colombia |

Table 1: Medical Destinations Price comparisons, 2016

Medical procedure	USA	Costa Rica	India	Mexico	Israel	Thailand	Malaysia	Poland	Singapore	Turkey
Heart Bypass	\$123,000	\$27,000	\$7,900	\$27,000	\$28,000	\$15,000	\$12,100	\$14,000	\$17,200	\$13,900
Angioplasty	\$28,200	\$13,800	\$5,700	\$10,400	\$7,500	\$4,200	\$8,000	\$5,300	\$13,400	\$4,800
Heart Valve Replacement	\$170,000	\$30,000	\$9,500	\$28,200	\$28,500	\$17,200	\$13,500	\$19,000	\$16,900	\$17,200
Hip Replacement	\$40,364	\$13,600	\$7,200	\$13,500	\$36,000	\$17,000	\$8,000	\$5,500	\$13,900	\$13,900
Hip Resurfacing	\$28,000	\$13,200	\$9,700	\$12,500	\$20,100	\$13,500	\$12,500	\$9,200	\$16,350	\$10,100
Knee Replacement	\$35,000	\$12,500	\$6,600	\$12,900	\$25,000	\$14,000	\$7,700	\$8,200	\$16,000	\$10,400
Spinal Fusion	\$110,000	\$15,700	\$10,300	\$15,400	\$33,500	\$9,500	\$6,000	\$6,200	\$12,800	\$16,800
Dental Implant	\$2,500	\$800	\$900	\$900	\$1,200	\$1,720	\$1,500	\$925	\$2,700	\$1,100
Lap Band	\$14,000	\$9,450	\$7,300	\$6,500	\$17,300	\$11,500	\$8,150	\$6,700	\$9,200	\$8,600
Gastric Sleeve	\$16,500	\$11,500	\$6,000	\$8,900	\$20,000	\$9,900	\$8,400	\$9,400	\$11,500	\$12,900
Gastric Bypass	\$25,000	\$12,900	\$7,000	\$11,500	\$24,000	\$16,800	\$9,900	\$9,750	\$13,700	\$13,800
Hysterectomy	\$15,400	\$6,900	\$3,200	\$4,500	\$14,500	\$3,650	\$4,200	\$2,200	\$10,400	\$7,000
Breast Implants	\$6,400	\$3,500	\$3,000	\$3,800	\$3,800	\$3,500	\$3,800	\$3,900	\$8,400	\$4,500
Rhinoplasty	\$6,500	\$3,800	\$2,400	\$3,800	\$4,600	\$3,300	\$2,200	\$2,500	\$2,200	\$3,100
Face Lift	\$11,000	\$4,500	\$3,500	\$4,900	\$6,800	\$3,950	\$3,550	\$4,000	\$440	\$6,700
Liposuction	\$5,500	\$2,800	\$2,800	\$3,000	\$2,500	\$2,500	\$2,500	\$1,800	\$2,900	\$3,000
Tummy Tuck	\$8,000	\$5,000	\$3,500	\$4,500	\$10,900	\$5,300	\$3,900	\$3,550	\$4,650	\$4,000
Lasik (both eyes)	\$4,000	\$2,400	\$1,000	\$1,900	\$3,800	\$2,310	\$3,450	\$1,850	\$3,800	\$1,700
Cornea (per eye)	\$17,500	\$9,800	\$2,800	N/A	N/A	\$3,600	N/A	N/A	\$9,000	\$7,000
Cataract surgery (per eye)	\$3,500	\$1,700	\$1,500	\$2,100	\$3,700	\$1,800	\$3,000	\$750	\$3,250	\$1,600

Source: ("Compare Cost For Health Tourism, MedicalTourism.com", 2017).

According to Statista (2015), United States Of America has the most expensive health care system then Switzerland and Germany are inline. However other developing countries have reasonable prices for medical services as an example Turkey and India.

2.2.1 Top Global Medical Tourism Destinations

According to Medical Tourism Association (MTA) and Medical Tourism Index (MTI) the top medical tourism destinations are selected according to three criteria first they identified the most popular press and literature. Then they conducted global survey to 4,000 medical tourism patients and 394 members from MTA are asked for to choose which countries are most important for medical tourism. Finallay they choose certain regions covered to have more balanced geographical distribution. Medical Tourism Index for 2016 considers 41 destinations from the Middle East, Asia, America, Europe

and Africa and it considers about 60% of the world's population (<https://www.medicaltourismindex.com/overview/destination-ranking/>)

Canada ranked as a global most important medical tourism destination in the world 1st from out of 41 destination environment by taking overall MTI score 76.62. According to destination environment Canada ranks as a 1st with 78.96 score, according to medical tourism industry and quality of facilities and services Canada ranked as a number 4 in the world. Every year Canada has 16.6 million tourists. Canada has a wealthy and democratic government system that does not allow corruption. Also Canada ranked in the top 5 medical destination it shows that Canada's health care system is extremely competitive when it comes to costs.

So this opportunity gives Canada enough power to attract and market its medical tourism industry to the world. Also the quality of its facilities and its staff expertise ranked them 4th in the world medical tourism index (<https://www.medicaltourismindex.com/overview/destination-ranking/>).

United Kingdom(UK) globally ranked as the 2nd medical tourism destination according to its destination environment. Overall score for UK is 74.87, from destination environment 77.3, from medical tourism industry ranked as a 17th (70.30) and from Quality and services ranked as a 5th with 76,9 point. Every year 31 million tourists are arriving to UK. Healthcare system of UK has the oldest and largest single-payer healthcare system in the world. Government of UK is providing all its citizens free or very cheap healthcare services. (<https://www.medicaltourismindex.com/overview/destination-ranking/>)

Israel ranked as the 3rd global medical tourism destination with overall score 73.91. Every year Israel is welcoming 3.5 million tourists tourism has become one of the major source of income and economic growth. Quality of facilities and services of Israel ranked as number one in the world with 81,6 score because Israel has the one of the most advanced technological healthcare system in the world with highly modern facilities. According to destination environment it is ranked as a 4th 67.56 and as a medical tourism industry is took its place as a 11th. Health care in Israel every citizen should have medical insurance plan because it is compulsory and basic healthacare for Israel citizens is fundamental right. (<https://www.medicaltourismindex.com/overview/destination-ranking/>)

Singapore ranked as number 4th in the global medical tourism industry. It is the 3rd most beautiful destination environment in the world choosen with 73.29 score. Also it is chosen as a 6th most quality of facilities and services in the world (76.3 point) and it is choosen as 15th in the medical tourism industry (70.79). Singapore is an island and city state of Malaysia. Also it is financial center for global environment with multicultural population and warm tropical weather. It is a home to more than 5.5 million people and each year 15 million tourists are visiting Singapore. This beautiful island has a universal healthcare system where governement is providing affordable healthcare system. Singapore has a 3 main mixed system which consisted of private and public hospitals and healthcare centers which provides free of charge in the health sector. (<https://www.medicaltourismindex.com/overview/destination-ranking/>).

“In Asia, the main players include Malaysia, Thailand, India and Singapore, where these destinations are expected to control at least 80% of the Asian market share by

2015 (Asia Medical tourism forecast and Analyze, 2015)”. India ranked as a 5th global destination (score of 72.19) however it is chosen as a 1st medical tourism destination in the world with 75.94 score.

Each year India has 7.7 million tourist because India has free visa policy for most of the countries. Each year according to Patients beyond borders more than 250.000 international patients visit India especially to the large cities like Bangalore, Chennai, Hyderabad, Mumbai and New Delhi.

According to Medical Tourism Resource Guide popular treatments in the world 3 times cheaper in India. It has a very big competitive advantage according to pricing. Healthcare is mainly dominated by private sector however insurance is not much popular in India. Also they have public healthcare services as well which is owned and run by the government. However private sectors are more reliable so they are choosing private sector. ([https://www.medicaltourismindex.com/overview /](https://www.medicaltourismindex.com/overview/)).

The top medical tourism destination in the world are defined as Thailand, Malaysia, Germany, Costa Rica, Mexico, Turkey, United Arap Emirates and Brazil (Medical Tourism Markets and Health System Implications, 2016).Thailand is most affordable health tourism destination in the world (Medigo Blog, 2017). With most of the procedures you can save up 60% than the same treatment in America and Europe (Medigo Blog, 2017). According to The Tourism Authority of Thailand (TAT) most of the patients are coming from Southeast Asia for treatments (Eden, 2017). Thailand has generated most of the revenue from sex reassignment surgery, but other such as cosmetic

treatments, dentistry, and traditional Thai medicine are popular too (Chokrungravanont et al., 2014). Malaysia is very popular destination for Asian countries like Thailand. Also Malaysia is attracting tourists from Middle East and Europe countries. According to Malaysia Healthcare Travel Council (MHTC) 12,000 American health tourists visit the country annually also 60% of health tourists come from Indonesia (MHTC, 2017). Most of the patients who travel Malaysia is for vitro fertilization, oncology, general surgery, and gynecology procedures. In 2013, it was reported that between 560,000 and 700,000 medical tourists visited Malaysia (Medigo, 2016).

Germany is the world's leading destination for oncology (Cancer Treatments in Germany- Hospitals Guide, 2017), with a highly advanced technological treatment facilities and oncology specialists. Patients travel to Germany from all corners of the globe for cancer treatment, usually clients who are not able to reach professional care in their home country is choosing Germany as a main spot for oncology related treatments. According to findings of Promed's (2011) study, the countries' medical tourism sectors are growing 15% to 20% (Medigo Blog, 2016). The country has Joint Commission International (JCI) accredited hospitals as well as good quality private hospitals. They mostly offer specialized procedures in cosmetic surgery, orthopedics, gynecology, and dentistry. Costa Rica's health system ranks higher than the US and is half priced treatments. This is why it is unsurprising that 90% of their medical tourists are American and Canadian (Connell, 2013). Other tourists come mostly from Spain and Brazil (Medical Tourism Research: Facts and Figures 2014, by Ian Youngman). Most of the hospitals or private clinics are owned by the American companies that they offer tourist packages such as airport to hotel transfers, and even private driver services to and

from restaurants, sightseeing locations and hospitals for VIP patients. Currently, Mexico has seven JCI-accredited hospitals. Most of the clients are coming from United States and Canada for dentistry (John Connell, 2013). United Arab Emirates (UAE) has become advanced health services destination. The Middle East located, in the middle of Oman and Saudi Arabia most of the medical tourists are coming from the USA, the UK, Russia, South Africa, and China. The country is often visited for plastic surgery, abdominal surgery, and bariatric surgeries. According to the Health Authority of Dubai, the number of medical tourists is set to increase to 2 million in 2020 (Medigo Blog, 2016). According to International Society for Aesthetic and Plastic Surgery Brazil is a top destination for butt lifting operations and in 2014 Brazil become the world leader in aesthetic and plastic surgery (Lee, 2016). In 2017, Brazil won the silver medal for plastic surgeries however for butt lifting (21.5% total of the world), butt fat transfers (21.5% total of the world) and butt implanting (26.3% total of the world) Brazil take gold medal (Lee, 2016). There are more than 5,500 plastic surgeons in Brazil and 1 in 5 butt augmentations surgeries in the world are done in Brazil (Medigo Blog, 2016). Brazil is also a popular tourist destination for its beautiful beaches and colorful culture.

2.2.2 Advantages and Challenges Of Medical Tourism

MT has advantages and challenges for the destinations. Mason And Wright (2011) researched about 66 MT destinations websites and they found out that most of the websites are overestimating the advantages for MT but they are not even talking about the risk factors or disadvantages of MT. There are important issues that should be paid attention for MT:

1. Well educated doctors can be seen as the simple and easy but one of the important advantage for for developing MT countries (Mirrer-Singer, 2007) however recruitment process of well educated physicican is very important.
2. Communication problems are also very important like the quality of medical services and facilities. Translator service of MT agencies and facilities and multilanguage MT employeers play the most important role to eliminate such a problem for clients (CH Ellenbecker, 2008).
3. Recovery stage of clients have also significant importance for the clients because of this process fail, when client return back to their home countries can face several risks (CH Ellenbecker, 2008).
4. Clients have to learn necessary informations by learning the rules and regulations of the medical tourism destinations, because the reason for low cost can be from lack of international regulations or inadequate legal resource and lack of law of Medical tourism (Mirrer- Singer, 2007).
5. In most destinations, ratio of doctor to local clients is very low however for foreign patients it is more (Burkett,2007).

According to Burkett (2007) public hospitals are not much effective and efficient than private hospitals on MT. Revenue gained from foreign clients by private hospitals can play positive role on the improvement of public hospitals with funding this money. Also (Burkett, 2007) arguing that it can be beneficial for using in health infrastrucure

of medical tourism destinations. In addition to this Gupta (2008), supporting Burkett's (2007) ideas and also advocates that if there will be an fair taxation implemented to the operating companiesMT sector, this revenue could be beneficial for public health sector as well.

6. Cohen (2008) noted that “Over the last decades MT in a highly developed destinations have become incereasingly more expensive and in some situations it is no loger afforable or accesible for wider group of population.”

“Glinos (2006) identify five motivators to increase the demand for medical tourism: familiarity, accessibility and availability of the facilities and doctors, price, quality of the service and bioethical legislation (for abortion services, fertility treatment, and euthanasia services.)” It is expected that in 2025 Medical tourism value will reach \$100B and it will grow 25%. (Oxford Economics Medical Tourism Index, 2016)

2.3 Medical Tourism Industry

2.3.1 Effects of Web Sites on Medical Tourism

For MT information technology provided by the internet is the key driver for to attract medical tourist from all around the world. Because web sites are providing healthcare services information and making commercials to find more tourists all around the world easily. Advertisements has a very important role on the extend in medical tourism. Due to the availability of web-based informations and commercials about destinations medical tourism market will connect clients with healthcare service providers and brokers. “The following websites as a platform (Lunt, 2010): “portals (focussed

on provider and treatment information), media sites, consumer-driven sites, commerce-related sites (providing ancillary services and information), professional contributions (from sources such as professional associations and state regulatory institutions are relatively rare)". MT websites are promoting and introducing medical tourism destinations. "The services of these websites mentioned into four main functions such as; way to gain information about medical facilities and services, comparison of the health facilities and services, find promotion of medical services and opportunity for communication (Lunt et al., 2010)." Web sites are offering discussion forums, file sharing, sharing their experiences, online tour packages for medical tourist and advertisements to reach wider range of customers. However some websites are raising concerns to associations because they are providing unregulated health care informations on websites (Eysenbach, 2001). Web sites are very cheap to create and to operate and this can lead to uncontrolled wrong informations, unreliable products, poor quality surgeries and inadvisable services and treatments. As Mason and Wright (2011) highlighted, MT websites promote only strengths and benefits without talking any risks or challenges.

Other studies suggest that online health information should be used with caution because quality of information is variable (Eysenbach et al., 2002). As an example, when the Journal of the American Medical Association survey was used to find out the quality of infertility treatment online information, it was found that the information is at best however at the worst misleading the customers (Okamura et al., 2002). There is little evidence on the use, role and impact of these websites on the behaviour of medical tourist. As a suggestion they should also look from the customers' perspective because it should be well understanding the perceptions of medical tourists towards advertising and if it is changable according to different demographic profiles.

2.3.2 Brokers

The number of companies and consultancies has a steady rise which they are offering brokerage arrangements for services and providing web-based information for medical tourists. Typically, brokers and their web-sites medical packages provide: flights, treatment, hotel, and recuperation (Lunt and Carrera et al., 2011). Brokers may specialise in target markets or procedures (treatments such as dentistry, or cosmetic surgery), or destination countries (e.g. Turkey) however online businesses may be fail as quickly (Cormany and Baloglu, 2010).

2.3.3 Travelling insurance

A travel insurance market is emerging for medical tourists. Buying proper health insurance for travelling may be difficult and problematic, especially if the potential clients have pre-existing health problems as example heart problems. “Insurance products have also emerged that go beyond insuring travel and loss, and which seek to cover the costs of further treatments that may be required as a result of complications and dissatisfaction following surgery abroad”. It is very unwise to another country without having travel insurance.

2.3.4 Providers

In medical tourism there are different providers’ participating in this sector. According to Acherman (2010) in the sector there are transnational enterprises and cottage industries. Most of the providers are from private sector however it can also draw from public sectors as well for example Singapore and Cuba. Medical tourist mobility in Europe4Patients review (Rosenmoller et al., 2006) said that lack of data around mobility in total is associated in relation to lack of information about advertisement industry. Destinations who is seeking to develop medical tourism have chance to grow their health services or make agreements with multinational players in the sector. In

addition, individual hospitals can make agreements and develop their relationships with travel agencies or brokerage organizations (Whittaker, 2008). Furthermore, sustaining accreditations from international programmers may be a part of the development of services. Hospital reputation is based on many factors it is not only related to the quality of medical services. (Peckham et al., 2006).

2.3.5 National Strategies

Most of the national government agencies and policy initiatives are soughting to advertise MT in their destinations. Most of the destinations are seeing medical tourism field as an very important economic potential for the country. For example especially developing countries such as India, Malaysia, Hungary and Turkey governments are promoting their advantages at international trade fairs by promoting within international press and support as part of their tourism policy and economic developments (Reisman et., al. 2010). Since 2003, Singapore medicine becomes multi agency government industry partnership aiming to advertise Singapore as a medical spot for professional clients care. “With control of Ministry of Health, support of development board (new investments and healthcare industry capabilities) and International Enterprise Singapore (growth and expansion of Singapore's healthcare interests overseas) and Singapore Tourism Board (branding and marketing of its healthcare services) Singapore become very Professional in health tourism.” However India’s national strategy in health tourism creates a new visa called M visa to control the number of medical tourists as well as to allow tax for providers (Goswami et al., 2007). “Sengupta (2008) mentioned that MT facilities are providing increased rate of depreciation on life saving equipments, and also prime land at subsidised rates.” “The Ministry of Health in 1998 in Malaysia, the National Committee for Promotion of Medical and Health Tourism

was formed.” They create a strategical plan and for both domestically and internationally. Capital generated from tax is provided for equipment, facilities, promoting and providers were couraged to take accreditation with quality (Chee, 2007). The MT markets of Singapore, Dubai, India, Thailand, and Malaysia should be considered as the first MT spots in Asia (Toyota, 2011). Also Toyota (2008) points that, Japon and South Korea MT markets respresents as a second wave. Japan and Korea governments have publically said that they will make very important plans for medical tourism in the future for economic growth (Kester et al., 2011).

Also both government have made accesible laws for visa (Toyota et al., 2011), to make domestic MT easier. Howeber in Japan, lack of trained doctors’ number and expensive treatment have constrained the growth of the MT sector (Toyota, 2011). Also Connell, 2006 said that large numbers of Japanese nationalitytravelling another country for health care.

According to Hall (2009), Japan cannot fightwith the lower costs offered in the markets and instead of concentrating on cost as a primary source, they should be motivated to create health sector easily accessible and increase the quality of the facilities and equipments.

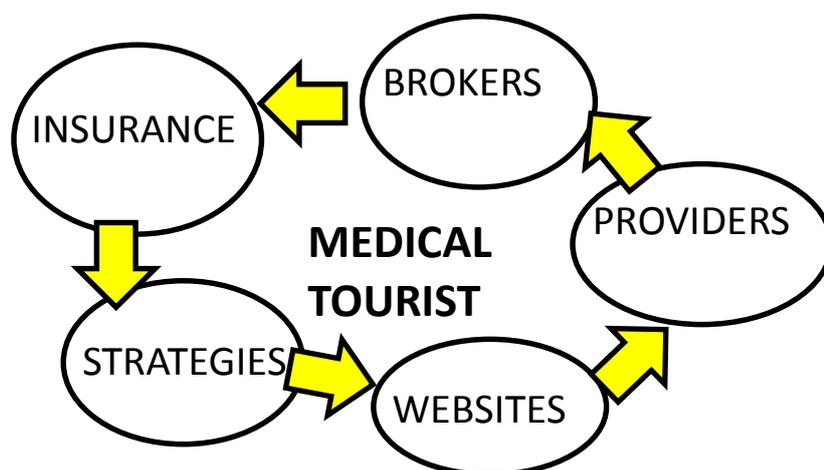


Figure 1: A scoping review of Medical Tourism

2.4 Medical Tourism in Turkish Republic of Northern Cyprus

Cyprus is the third largest island in the Mediterranean after Sicily and Sardinia. Northern Cyprus is only recognized by Turkey and it is only considered by the international community to be part of Republic of Cyprus. According to statistics of State Planning Organization in 2015, total population of North Cyprus is 320 thousand people (<http://www.devplan.org/>). Northern Cyprus residents are earning and using same currency (Turkish Lira) with Turkey.

The economy of Northern Cyprus is earned by the services sector which includes public sector, trade, tourism and education. Especially education tourism is playing very important role in the economy of TRNC. In 2012, the number of educational tourist arrival for Northern Cyprus was 47,063 (Yeniduzen,2016). However, by 2016, the number of arrivals has been reached 85,375. In 2012 from education sector Northern Cyprus generate \$400 million (Zaman Yazarlari, 2014).

2.4.1 Tourism in North Cyprus

North Cyprus is the perfect location for health and medical tourism because Cyprus has very warm climate and the natural scenes in the Island is breath taking. Cyprus has 300 days warm delightfully sunshine. For non-emergency medical tourists North Cyprus is one of the most beautiful destinations to have their treatments and recovery processes in five-star luxury hotels along the Mediterranean Sea. In 2015, 1.773.96 tourists visited North Cyprus and North Cyprus has capacity to supply for demand side

(North Cyprus State Planning Organization, 2015). In 2015, North Cyprus had 154 accommodations with 20,974 numbers of beds. 18 of the hotels are 5-star complex with half number of the total bed capacity in TRNC belongs to 5 star hotels with 11,218 bed capacity side (North Cyprus State Planning Organization,2015). With the pound and euro currently strong against the Turkish Lira, hotel rates are very reasonable as well as Transportation for North Cyprus is accessible and cheap because flights are extremely low cost (not in summer season) and easy to book from the UK and other European destinations. Clients can save more amounts in private medical or dental work in North Cyprus, compared with the cost for the same treatment in the UK or other European countries. Many particularly elderly patients find the warm climate has an extremely positive effect on a range of conditions including arthritis and asthma, as well as being a great climate for their recovery.

According to the World Bank (2015) income classification reports, TRNC is among the high-income destinations, with a per-capita GDP of \$15,302. Therefore, Northern Cyprus can also be viewed as a country for visitors to med-tour destinations. Travel activities are including time and money (Kattiyapornpong & Miller, 2009). According to information obtained from the Ministry of Health, Northern Cyprus has nine public hospitals (Ministry of Health Northern Cyprus, 2015a), and 14 private hospitals (Star-Kibris, 2015). Future for medical and health tourism in TRNC is looking very bright and positive. So it should be more supported by the citizens and government.

2.4.2 Agreements Signed between the TRNC and Switzerland

In 2015, North Cyprus Ministry of health and Swiss Medical Associations has been signed an initial agreement and North Cyprus-Swiss Joint Medical Tourism Committee has been established (<http://northcyprusinternational.com/north-cyprus-medical->

tourism/). With this agreement, in the future Swiss health tourism visitors will increase. Also it will lead to exchange of medical doctors, technology and personnel between Switzerland and North Cyprus. It is a win-win situation for clients and medical services for both of the country. Also for Switzerland citizens' health services in North Cyprus is providing lower cost or even in some situations they can use state funds of Switzerland. In following years North Cyprus will gain benefits from this joint agreement and it will boost the economy as well. Agreements like this between two countries will increase the flights; bring more tourists, with tours locals will be benefited etc.

2.4.3 Map2Heal System in North Cyprus

Map2Heal is an online patient admission system implemented as a project by the scientific and technological Research Council of Turkey (TUBITAK) initiated in 2005, Turkey. However, in North Cyprus Map2Heal system started in 2017. Map2Heal promotes Turkish medical professionals to all part of World Health Tourism. Map2heal is a web portal and a mobile application system to inform tourists about health issues or to help them if any problem occurs during their visit to Turkey for medical tourism. This system has 17 different language options to reach doctors, hospitals, medical centers, dentists, pharmacies and health points information on their spoken languages. So now North Cyprus has confirmed to be part of this system with 12 more health organizations from TRNC in 27th of April 2017 (Savaşan, 2017). Savaşan (2017) said that 'the Map2heal system, which includes 90 countries is very important for health tourism to the country. Founding Chairman of the World Health Tourism Council Emin Çakmak (2017) described Map2heal system as a map of health. Also he said that

Map2heal is a platform for people to access high quality health services in few destinations in the world furthermore he said that there are 151 offices in 90 countries inside the programme.

2.4.4 Fertilizing Medical Treatment in North Cyprus

North Cyprus has a great potential for health tourism especially in North Cyprus, fertilizing is very popular medical treatment. Dr. Savas Ozyigit which he is founder of first IVF clinic in Northern Cyprus established in 1998 said that in 2014 there are now ten IVF clinics in North Cyprus. President of North Cyprus Medical Tourism Ahmet Savaşan said that in April 2017 in HESTOUREX fair (Antalya-Turkey) they met with 150 countries and they found opportunity to advertise North Cyprus's health tourism like elderly care, In fitro vertilisation (IVF), health and wellness, dentistry, oncology and so on. North Cyprus IVF health centers combines affordable treatments, newest technology and know-how with high success rates for its clients. In North Cyprus IVF centre treatments includes IVF, egg donation, Embryo donation, Donor sperm, Assisted Hatching, Embryoscope, Egg and sperm freezing, Embryo freezing, IVF with cytoplasmic transfer, Tandem IVF (own eggs + donor eggs) and Surrogacy (via a US agency). For IVF treatments most of the clients are coming from UK %40, second place is %36, 6% from France, 4% from Germany and 14% are from other destinations (North Cyprus IVF centre, 2016). Cost of IVF packaged treatment is listed below: egg donation is approximately 4500 Euros. This includes donor medication and monitoring, egg collection, ICSI, blastocyst culture and embryo transfer. This price also includes transportation within North Cyprus between hotel and hospital. Sperm freezing costs 500 Euros. Embryo freezing costs 500 Euros using the vitrification method.

Embryo monitoring is costs 250 Euros. The advertised price of IVF using own eggs is 2250 Euros (Abroad & Abroad,2017). This includes egg collection, ICSI, blastocyst culture if required and embryo transfer. Success Rates in 2014 for IVF treatment and egg donation treatment,

For egg donation treatment:

The clinical success rate for women aged 30-34 years was 82%.

The clinical success rate for women aged 35-39 years was 76%.

The clinical success rate for women aged 40-44 years was 66%.

The clinical success rate for women aged 45+ years was 61%.

For IVF using own eggs:

The clinical success rate for women aged 30-34 years was 69%.

The clinical success rate for women aged 35-39 years was 47%.

The clinical success rate for women aged 40-44 years was 19%.

The clinical success for women aged 45+ years was 3%.

For embryo donation, from all age groups, the clinical success (pregnancy) rate was on average 73%. In delivering fertility services the critical factors are technical and medical aspects of infertility treatment, transportation, accommodation and cost of these packages. Also most importantly medical care itself, form our patients' opinions if they are satisfied with the services they are receiving in North Cyprus VFI. In North Cyprus most of the IVF centers are offering medical tourists, the comfort of flight,

local transportation transfers, best hotel accommodation and how easily they can communicate with local people are also likely to affect how satisfied they are with the health care services. According to Ahmet Savaşan (2017), medical tourist who are coming to North Cyprus for IVF treatments bringing approximately 5 thousand euros and minimum each client must stay in TRNC seven days.

So from this numbers we can understand that IVF treatments generate big number of revenue to the country. In addition, Ahmet Savaşan (2017) said that in 10 years, they are expecting to bring 100 thousand medical tourists to the country and approximately, they are aiming to generate 1 million Euros revenue from health tourism in North Cyprus.

2.5 Medical Tourism in Turkey

Turkey has one of the most important strategical location in the world. Country is both located in Europe as well as Asia continent. Turkey is surrounded by Bulgaria, Armenia, Azerbaijan, Georgia, Greece, Syria, Iraq and Iran. Also Turkey is surrounded with 4 different sea which are Black Sea on the North, Aegean Sea and Marmara Sea in the West and lastly Mediterranean sea in the South side of the Turkey. Turkey has a total approximately 80,402,655 population in 2017 calculated by World population statistics web site (Worldometer.com.tr). The national flag carrier airline is Turkish Airlines and since 2011 they are the Best European flag carrier airline (Skytrax,2016).

2.5.1 Tourism in Turkey

In 1980's, public health organizations were more powerful in health sector in Turkey however after 1990's private sector investments have increased and it has made important progress (TUSIAD, 2009). This period is supported with highly educated and good qualified doctors and others with accreditations it become more powerful sector

because it become internationally standardized. Also with this period of time health care sector become more affordable with high quality for foreign and local clients. Turkey become one of the most popular medical tourism spot in the world because annually around 600.000 medical tourists have been visited Turkey in 2015 and generated around \$3 billions in revenues (<https://www.dailysabah.com/health/2015/05/13/500000-tourists-visited-turkey-for-health-tourism-last-year>). Also it is estimated that %32 of tourist are medical tourists. Especially the demand for cosmetic surgeries has been increased dramatically over the past years. Republic of Turkey has identified the health tourism as an important tool for economic development.

Turkey aims to earn around \$20 billion revenue annually by 2023. The Turkey's Ministry of Health owns and control around approximately 1200 hospitals, whilst the other are owned by universities, private organizations and foreign companies. Most of the hospitals have local and international accreditations including the JCI (Joint Commissions International), the JACHO (Joint Commission on Accreditation of Healthcare Organizations), ISO (International Organization for Standardization) and affiliations with Western medical groups and facilities. Now Turkey has an 48 hospitals with JCI accreditation which are known as a gold standards in international health care sector. Turkey has the most accreditation that any health care has ever achieved. To attract more tourists Turkey has established free healthcare zones in 2011. Turkey is providing incentives to the investors in these zones and they are providing well designed services especially to visitors coming from abroad. Dubai is an example for other health tourism destinations because Dubai was the first free healthcare zone destination in the world which has been established in 2002. With establishing these free

healthcare zones they want to increase medical investments in these zones by developing the real estate sector.

Turkey provides high quality health tourism packages to the patients who want to be benefited for medical, thermal water, spas and wellness services with the corporation of five star hotels. Turkey has become an important medical tourism destination for European countries like Russia, Ukraine, Romania, Bulgaria however after 2010 Middle Eastern and Arab countries have become the most important potential market for Turkey. Turkey has been known for thermal spa resorts which some of them are exist since Romans time.

The medical and healthcare facilities in Turkey are offering a wide range of procedures and services for medical travelers, which include but are not limited to the followings:

- Plastic Surgery and aesthetic
- Obesity and Bariatric Surgery
- Fertility and fertility
- Cell Transplantation
- General - Aesthetic Dentistry
- Sleep Disorders
- Beauty Centers
- Psoriasis Treatment
- Eye
- Oxygen Therapy

Turkey is ranked number 6 most international tourist arrivals in 2015 according to United Nation World Tourism Organization. This will show that Turkey has a big potential to attract people for tourism related purpose. Also Turkey is expecting two million tourists for medical tourism by 2023. If Turkey will not decrease its high quality standards and keep increasing the number of well qualified healthcare workers than nothing can stop Turkey to become one of the leading medical tourism spot.

However International tourist arrivals can change very easily because by 2015 Turkey and Russia had a political issue and they lost one of the biggest tourism. Arrivals of Russian tourist to Turkey has been dropped more than 80 percent when comparing the statistics for 2014. The total number of Russian tourist was approximately 4 million people but unfortunately after Turkey shot Russian Jet near its border with Syria number of Russian tourist fell down to 3,537,428, by 2015 and in 2016 only 766,871 Russian tourist come to Turkey (Hürriyet Daily News,2017). In 2017, Turkey has a significant recover for international tourist arrival. Muammer Komurcuoglu, an economist at IS Investment in Istanbul Tourism said that they are expecting to have rapid growth in the revenue this year (Hürriyet Daily News,2017).

According to central bank datas Turkey generate \$18.7 billion in 2016 from travel income (Ant, 2017). Among Western markets, Germany has always been the biggest tourist market for Turkey. Germans are the 15.4 percent of the total incoming foreigners (Kayhan Taner Özen, 2017). Also German citizens spend approximately \$100 billion annually on international tourism (Kayhan Taner Özen, 2017). In Turkey, owner of Aksoy Group which they are the owner of the Richmond Nua Hotel near Sapanca Lake in Turkey said that “25% of the hotel’s revenues are coming from Spa and Wellness guests.” The 20% of the customers are who are coming from other countries especially from UK, Germany, France, Holland, America and Japan are Spa customers. Aksoy said “Richmond hotels had \$45 million of turnover rate in 2011 and their target was \$250 million in 2020”, adding, “In the hotel investments we will make in the future, we will increasingly focus more on Spa and Wellness (Benmayor, 2017).”

Turkey is one of the most popular health tourism spot in the world by providing high quality services and health care programs. With world class spa and wellness, dentistry, cosmetic surgery and eye operations Turkey is attracting tourists from Australia, Greece, Iran, Iraq, the Netherlands, United Arab Emirates, Germany, Cyprus, Russia, Syria, UK, and the USA. It is estimated that 32% of Turkey's patients are coming for medical tourism (Medigo Blog, 2016). Over the past year the demand for cosmetic procedures (hair transplant and plastic surgeries so on) has increased dramatically. For example, the demand for butt lifts has increased by 145%, with a 107% increase in hair transplants in 2016 (Medigo Blog, 2016). Governments give incentives for promotion and trade fairs tourists number who participated in the spa tourism in Turkey in 1981 was 63.999 people and in 1998, this number raised to 375,606 people (Özer & Songur, 2012).

2.5.2 Future of Medical Tourism in Turkey

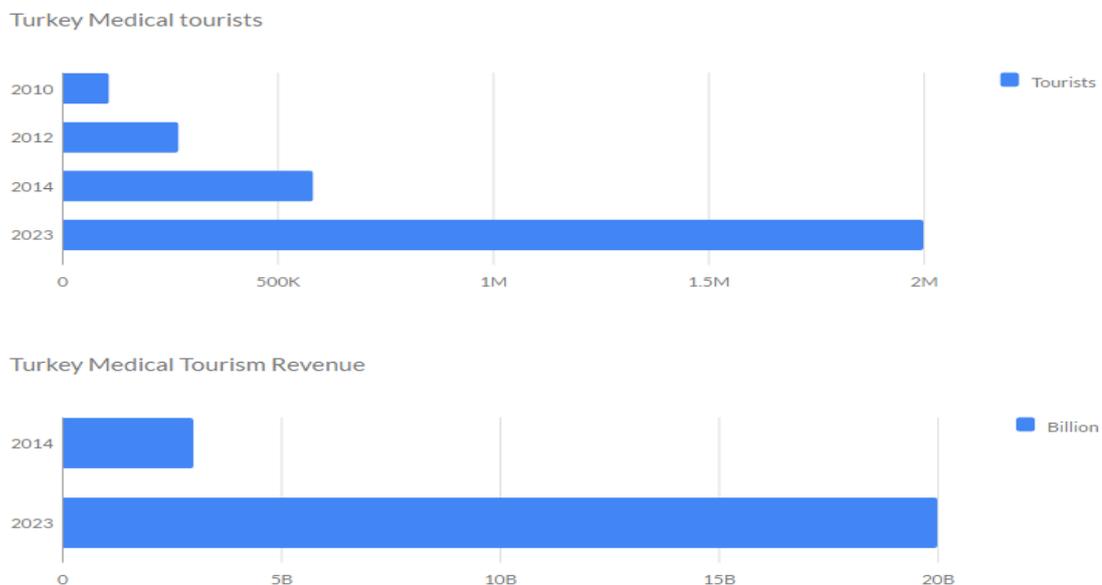


Figure 2: Turkey's Medical Tourism forecasting

Table clearly shows that medical tourism generates Turkey's economy "Turkey has a huge potential for medical tourist. The number of tourists that visited Turkey is around 40 million in previous year, 2015.

Also Turkey's health care system has already started to compete with other European countries' health services (Minister of Foreign Affairs of the Republic of Turkey, Mevlüt ÇAVUŞOĞLU)." In 2023 if the expected 2 million medical tourists will travel to Turkey, it will generate 20 Billion 4 times more than 2014. MT for Turkey is very bright because medical numbers for Turkey is growing very fast and efficiently. "According to Turkey's Ministry of Health, the country has become the sixth most visited country in the world for MT due to the quality of the doctors, the use of advanced medical equipment and the lower cost in comparison to the U.S. and too many European countries (Sahin & Berman, 2007)."

2.5.3 Geriatric Tourism

Geriatrics tourism is a contemporary type of health tourism that covers people aged 65 and plus. Geriatric tourism can be defined as a taking care of elderly people's health, the prevention of diseases that can develop and elderly patient travelling to make treatments. Geriatric tourism is providing economic opportunities to health destinations such as Turkey (Gencay, 2007).

It is rapidly increasing in the world and this can provide important potential to Turkey as a part of health tourism. The increase in the number of elderly people in the world population and the long waiting appointment dates in developed countries because patients creates tourism that the elderly tourists are participating in (Gencay, 2007). Accessibility of health services are important motivator factor for every health tourist.

Also, increase in the need for vacations for this age group, the concept for health tourism become more important. Elderly tourists prefer services like advanced age, elderly care services, rehabilitation services in hospitals and special care for disabled tourists (Turkiye Saglik Vakfi, 2016)

2.5.4 Joint Committed Accreditation International

The Joint Commission was established as the Joint Commission on Accreditation of Hospitals in 1951. The Joint Commission standards function as the foundation for healthcare facilities or services to enhance their performance. Standards are focused on quality of the care and client's safety. Commission is establishing standards criteria by using customers' feedbacks and by interacting with healthcare professionals and government agencies.

For standards they are also using comprehensive development process which involves dialogues between advisors, creation of draft standards and feedbacks from experts. Also in the Joint Commission's website they published the standards and opened for public comments to take feedbacks before approval from the groups board of commissioners. 32 member board of commissioner are governing this commission which includes healthcare employees, administrators, nurses, quality experts, a consumer advocate and professors. Commissioners evaluates and accredits nearly 21,000 health care organizations and programs. It is an oldest and largest standards setting and accrediting body in health sector. Also it is independent, not-for-profit organization(<http://www.jointcommissioninternational.org/>). The Joint Commission gives accreditation to the following types of organizations:

- “General, psychiatric, children's, rehabilitation and critical access hospitals,

- Home care organizations, including medical equipment services, pharmacy and hospice services, Nursing homes and other long term care facilities,
- Healthcare organizations and addiction services, (<http://www.jointcommissioninternational.org/>).

Table 2: The JCI Accredited Organizations by Countries

Countries	Number of Accredited Organizations	Countries	Number of Accredited Organizations
1 Austria	4	27 Kazakhstan	1
2 Bahamas	1	28 Kuwait	2
3 Bahrain	1	29 Lebanon	2
4 Bangladesh	1	30 Malaysia	8
5 Barbados	1	31 Mexico	9
6 Belgium	1	32 Nicaragua	1
7 Bermuda	1	33 Nigeria	1
8 Brazil	43	34 Oman	2
9 Chile	2	35 Pakistan	1
10 China	20	36 Panama	2
11 Colombia	2	37 Philippines	4
12 Costa Rica	3	38 Portugal	12
13 Czech Republic	4	39 Qatar	10
14 Denmark	15	40 Russian Federation	1
15 Ecuador	1	41 Saudi Arabia	50
16 Egypt	3	42 Singapore	21
17 Ethiopia	1	43 Slovenia	2
18 Germany	5	44 South Korea	33
19 Greece	1	45 Spain	21
20 India	20	46 Switzerland	1
21 Indonesia	5	47 Taiwan	22
22 Ireland	23	48 Thailand	35
23 Israel	8	49 Turkey	48
24 Italy	21	United Arab Emirates	57
25 Japan	4	50	
26 Jordan	11	51 Viet Nam	1
		52 Yemen	1
Total	550		

Source:<http://www.jointcommissioninternational.org/JCI-Accredited Organizations/>

Turkey is the 3rd most accredited health organizations country in the world with total 48 Joint commission International (JCI) accreditations. First most accredited country is United Arap Emirates with 57 JCI accreditations and the second country is Saudia Arabia with 50 accreditations.

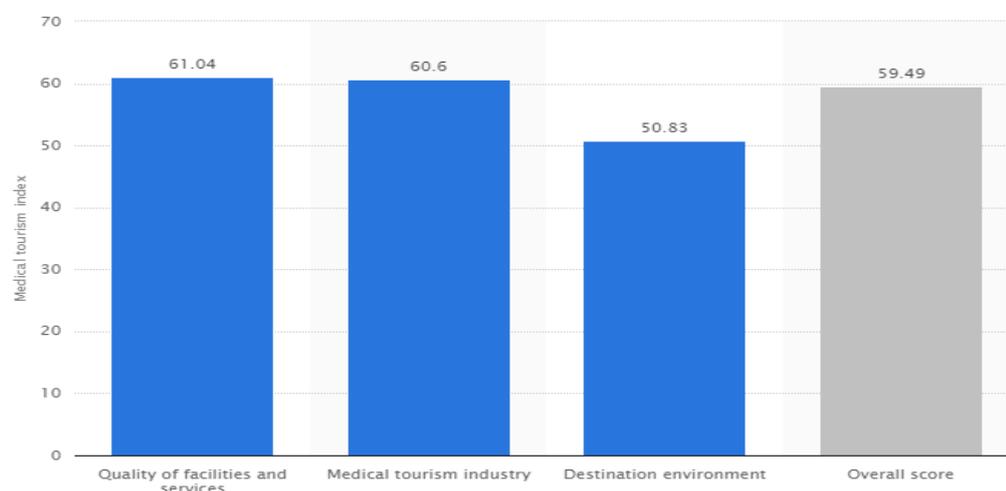


Figure 3: Index rating of medical tourism in Turkey in 2016
 Source: <https://www.health-tourism.com/medical-tourism-turkey>

Medical Tourism Index (MTI) is a contemporary country based performance measures to appraise the attractiveness of a country as a medical tourist destination. The MTI is a multi dimensional Index consisting if four main dimensions (country environment, destination attractiveness, medical tourism costs, and facilities and personal) with 34 indicators. “It is the first index helping destinations, public policymakers, healthcare and tourism industry, place marketers and underlying organizations and people to have an assessment of their place as a medical tourism destination (MTI,2016 <http://www.healthcareresearchcenter.org/medical-tourism-index/>).In Turkey we can clearly see that health spending has an significant increase in 2013. The ratio of government spending in Turkey has increased significantly with the expansion of insurance coverage. In 200 62% of health spendinghas been increase to 78% in 2013 and it is above the current OECD average of 73%. Quality of the medical service and the

facilities ranked as 61.04 which is the most highest one and medical tourism industry is the second with 60,6 (John Appleby, 2016). The following table is the comparisons of the cost for medical procedures in Turkey and United Kingdom.

Table 3: Comparing cost of medical treatment in Turkey

Medical Procedures			
Procedure	UK Hospitals	Turkey	Average Savings
Coronary Angioplasty	\$13,000 - \$15,000	\$5,000 - \$6,000	60% - 65%
Hip Replacement	\$13,500 - \$14,500	\$6,500 - \$7,500	45% - 50%
Prostate Removal (Prostatectomy)	\$7,000 - \$8,000	\$5,500 - \$6,500	15% - 20%
Knee Replacement	\$16,000 - \$17,000	\$7,000 - \$8,000	50% - 60%
Hemorrhoids Removal	\$3,000 - \$4,000	\$1,500 - \$2,500	45% - 55%
Plastic and Reconstructive Surgery			
Procedure	UK Hospitals	Turkey	Average Savings
Face Lift (rhytidectomy)	\$11,000 - \$12,000	\$3,000 - \$4,000	65% - 75%
Breast Augmentation (Mammoplasty)	\$7,000 - \$8,000	\$3,000 - \$4,000	50% - 60%
Breast Reduction	\$8,000 - \$9,000	\$3,500 - \$4,500	50% - 60%
Liposuction (lipoplasty)	\$5,000 - \$6,000	\$2,000 - \$3,000	55% - 65%
Nose Surgery (Rhinoplasty)	\$5,500 - \$6,500	\$3,000 - \$4,000	40% - 45%
Tummy Tuck (Abdominoplasty)	\$8,000 - \$9,000	\$3,000 - \$4,000	55% - 60%

Eye / Ophthalmology			
Procedure	UK Hospitals	Turkey	Average Savings
LASIK Eye Surgery	\$1,500 - \$2,500	\$1,000 \$1,500	- 20% - 25%
Cataract Removal	\$4,000 - \$5,000	\$1,000 \$2,000	- 55% - 65%
General and Cosmetic Dentistry			
Procedure	UK Hospitals	Turkey	Average Savings
Root Canal (per canal)	\$300 - \$400	\$100 \$150	- 55% - 65%
Tooth Whitening	\$900 - \$1200	\$400 \$500	- 50% - 60%
Dental Implants	\$3,000 - \$4,000	\$900 \$1500	- 70% - 75%

Source: <https://www.health-tourism.com/medical-tourism-turkey/>

This statistic shows that medical treatments in United Kingdom (UK) are more expensive than the Turkey. If you travel Turkey for medical purpose than you can save up more than 50%. United Kingdom is globally ranked as a number 2 medical tourism destination with 74.88 score however Turkey's global medical tourism score is 59.40 it is lower than UK but still Turkey is expected 42 million tourist last year and UK expected 31 million tourists (Medical Tourism Index 2016). For medical tourism travellers cost is one of the most important factor when they choosing destination (Adomaitienė & Seyidov, 2017).

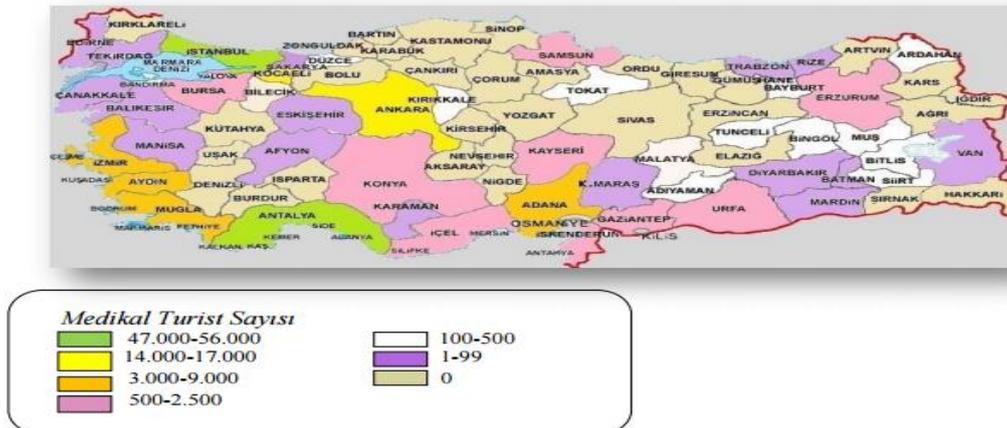


Figure 4: Distribution of International Medical Tourist in 2012
Source: Evaluation Report on Medical Tourism in Turkey, 2013

In the map above it shows the number of medical tourist according to the provinces in Turkey. In the first place Istanbul and Antalya region is the most demanded in 2012 and Ankara is following this two beautiful provinces. The top three most visited and known for their health care services and facilities in Turkey are Istanbul, Ankara, and Antalya. They are offering one-stop services to a huge number of clients coming from other countries.

2.6 Push-Pull Motivation Theory

Motivation is a psychological force arising from an unsatisfied need, which is pushing individuals to search for fulfilling behaviour or activity to satisfy their needs (Schiffman et al., 2004). In tourism literature, motivation is defined as an important force in compelling tourist behaviours (San Martín H et al., 2008). Push and pull factors are leading individuals to travel and they are considered as a psychosocial motivation in tourist behaviour (Klenosky et al., 2002). Based on specific needs of MT tourists' motivation and leisure tourist motivation is different. Medical tourists from Northern Countries (Canada, Russia and so on) often travel for a variety of reasons such as cost saving or deterrent expenses in healthcare services in their home countries (Macintosh, 2004).

In addition, the other reasons can be prohibited access to procedures in their country because of cultural or family reasons. The other reasons for medical tourists are the desire to combine minor medical procedures such as hair transplantation with leisure activities such as shopping and visiting historical attractions etc. Another most important reasons in motivating medical tourist is the long waiting lists for treatments in home countries with publicly-funded healthcare systems, such as the UK and Canada (Lunt. N. et al., 2016). Crooks (2010) grouped the travel motivations of tourists from Northern countries as procedure related, travel related or cost related (Crooks et. al., 2010). However, the travel motivations of MT tourists from Southern countries are different than the northern countries.

In Southeast Asia Medical tourists are travelling another destination because of mistrust in the quality of public medical services or the lack of professionalism in the health sector (Musa G. et. al., 2012). Most tourist from Southern Countries travel for medical care with a minor leisure components (Wongkit M. 2016). On the other hand, medical tourist from the Middle East countries are travelling abroad because of family pressure and services in the Middle East Countries are inadequate (Moghimehfar F. et. al., 2011).

According to Rokni (2013), Iranian clients are highly motivated to travel only particular destination because of their emotional attachment to healthcare services, doctors and destination. Decision for medical tourism can reflect wider social values and experiences; for instance, it is a common view in the Yemeni community individuals have a responsibility to provide the health of their family members, even it is very costly (Kangas, 2017).

Travellers from African countries often travel to other destinations for medical purposes because of the lack of modern equipments and procedures and lack of diagnostic services and a mistrust of public service providers and the poor state of public healthcare systems (Crush,2015). Individuals from various East African countries travelling to India because they cannot afford the expensive medical treatments fees in their home countries (Mwijuke G. 2017). This thesis is based on Tolman's work (1959) and Dann's (1977) proposed the push and pull motivation theory. Tourist motivation according to push and pull factors has been investigated by a few researchers (Klenosky et al., 2003). Push and pull factors are two different evaluations made from different perceptions within a certain period of time (Klenosky, 2002).

2.6.1 Push Factors

Push factors are defined as intangible or intrinsic desires of human beings, including desire for escape, novelty seeking, adventure seeking, dream fulfillment, self exploration, rest and relaxation, health and fitness, prestige and socialization (Chon et al., 1989). Push factor can be described as a reason for changing your location based on characteristics of the destination, which has a negative effect on the quality of life at the destination (Moon, et al.,1995). The push effect also includes travelling caused by affective responses, such as lack of satisfaction and mistrust. For North Cyprus residents, push factors are the most of the hospitals in TRNC are small in size, expensive to operate, lacking in modern facilities and equipment's, lack in control and Northern Cyprus hospitals suffer from a number of quality problem (Arasli, 2017). The lack of medical staff (Yeni-Duzen, 2014), problems of malpractice (Özadam, 2015), the high cost of private health insurance, and the absence of full public health insurance (Ministry of Health Northern Cyprus, 2015b) negatively affect the healthcare sector in Northern Cyprus.

These problems often force patients to seek medical services abroad. Turkey is chosen as a main destination due to its reputation in med-tour, ease of accessibility and proximity (Beladi et al., 2015), similar socio-cultural ties, and the absence of a communication barriers (Hanefeld et al., 2015). These factors have a profound influence on med-tourist decisions (Hanefeld et al., 2015).

2.6.2 Pull Factors

Pull factors is defined as a tangible and intangible external forces emerging from the attribute that attract the individual to a specific location and establish the actual specific location choice (Klenosky et al., 2002). According to Fakeye and Crampton (1991) described pull effect including six domains such as; social opportunities and attractions, natural and cultural amenities, accommodation and transportation, infrastructure, food and environment of people, physical amenities and recreation activities and lastly entertainments. Pull factors can be defined as a positive factor for that make the location attractive for travelers (Bansal et al., 2005). Also pull factors can be described as the result of the attractiveness of tangible factors of the destinations attributes and characteristics. Pull factor of alternative attractiveness affects customer switching behavior directly and positively. If the new service provider (e.g.: health sector) supply better services or customer feel that they are more trustworthy supplier, the client will engage in switching behavior even client recognize the new service provider has more price (Keaveny, 1995). Turkey is one of the most popular health tourism destinations in the world with high quality and last technological equipment.

Also Turkey has a competitive advantage as a destination because Turkey is located just in the middle of the world and it is a hub for worldwide airlines. In addition, health tourism cost of Turkey is offering one of the cheapest services. Especially for North Cyprus residents Turkey is very easily accessible and cheap in health services because

North Cyprus government is giving incentives for medical tourists and sending them with government fund to Turkey. Most of the North Cyprus residents are choosing Turkey as a first destination for medical treatments because they found Turkey as a trustworthy and affordable to travel. So these are the few factors for North Cyprus residents to go for medical or health purpose to Turkey

2.6.3 Medical Tourism Factors

There are few factors (internal and external) that force patients to pursue medical treatment in different country. The push factors are related to internal intangible motivation of individual to travel whereas the pull factors are the external attributes of location that attract individuals to travel. The impact of each factor cannot solely be responsible individually for affecting a patient's decision. Furthermore, these factors (internal and external) impact the patient's decision simultaneously for selecting the most appropriate medical facility. Hence, these factors are categorized into two stages: choice of an international country location, and choice of an international medical facility (Smith & Forgione, 2007).

2.6.3.1 External Factors

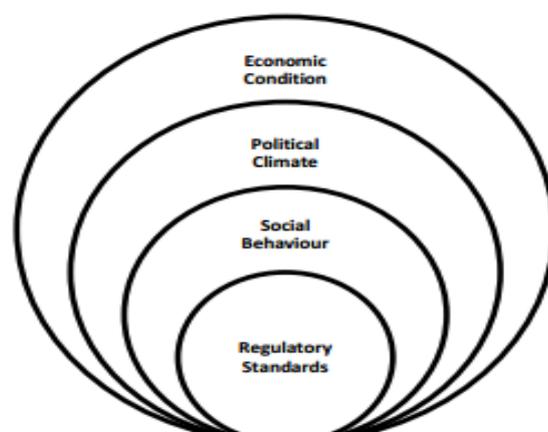


Figure 5: External Factors
Source: Smith and Forgione, 2007, p.22

According to Smith and Forgione (2007), external factors can be seen as economic conditions, political climate, social behaviour and regulatory standards. Tourism is highly sensitive industry and it can be easily influenced by the external factors. For example, politics is an highly influential factor on the countries and perceptions of the tourists. In TRNC and Turkey case, both of the country have very strong and significant relationship so medical tourists are choosing Turkey to have treatment. Also social environment is very important in the decision of tourists. North Cyprus residents find Turkey very close to their culture and perception to their first medical tourism spot is Turkey. In addition to this, Turkish and North Cyprus residents are visa free countries so ease of accesibility plays important role when it comes to travelling for medical tourism. According to Dwyer and Kim (2003) safety and security are defined as critical qualifying determinant of destination competitiveness. “Political unrest, social instability, civil riots, probability of terrorism, crime rates, transportation accidents, corruption of administrative services, quality of sanitation, prevalence of disease outbreak, availability and reliability of medical services and so on are also listed as critical elements of destination safety” (Kim et al., 2016). Safety and political stability become crucial element for stabile tourism (ITB, 2015).

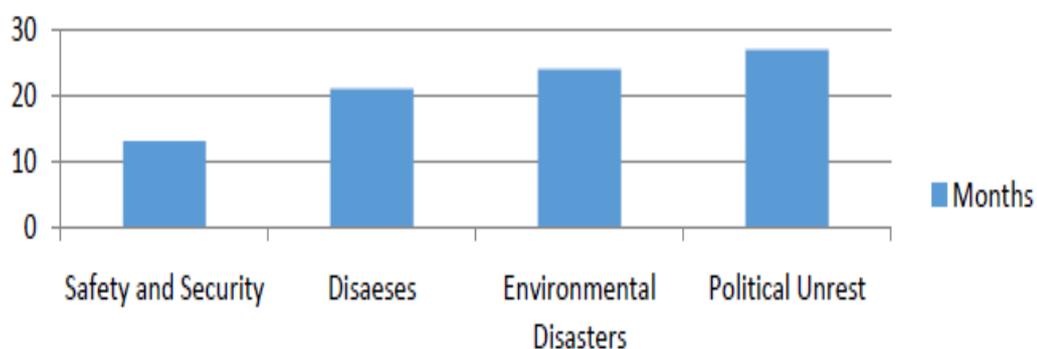


Figure 6: Displays recovery duration for various types of crises according to months.
Source: ITB 2015

As a result of crises, tourism destinations can face sharp decline in arrivals and revenues. As an example, political tension between Turkey and Russia cut half of the tourist arrivals and receipts. Furthermore, in 2006 Egypt lost %8 of the international tourism receipts after Sharm el Sheikh (2005) and Dahab (2006) attacks. After this political unrest, it took Egypt to recover more than 2 years and by 2012 they attract 11.5 million tourists and in 2011 it was 9 million tourist arrivals.

The tourist number dropped from 14 million. Another example for political unrest and tourism relationship, in 2008 the country has experiences 18% decrease in arrivals (WTTC, 2015). However other substitute destinations such as Turkey, Greece and Cyprus has benefited from the crises in Egypt or Ukraine etc. In addition to this environmental disasters and diseases such as bird flu etc. are affecting tourism arrivals and receipts as well.

2.6.3.2 Internal Factors

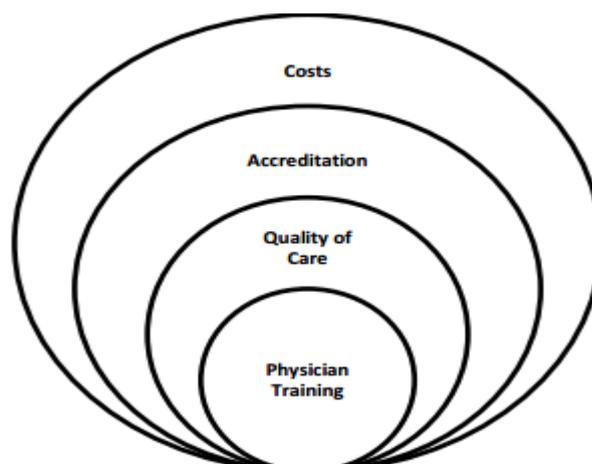


Figure 7: Internal Forces
Source: Smith and Forgione, 2007,p.22

Medical tourists are motivated to search healthcare outside their countries by many factors, including cost, time, regulation, medical preferences and availability, quality, leisure tourism and information availability (Musa, 2012). Most of the North Cyprus resident is choosing to travel Turkey for medical treatments. The biggest reason for this is Turkey has 48 Joint Commission Accreditations with highly technological facilities and equipment's (JCI, 2017). Also a quality standard of medical care services in Turkey is another pull factor for North Cyprus residents. Turkey is providing reasonable prices for patients with easy accessibility to quality health care services. Also the number of high qualified doctor is increasing every year.

Chapter 3

METHODOLOGY

This section provides information about the methodology of this investigation. Methodology chapter will give information about deductive approach and brief information about sample and data collection. Also in the final part of this chapter will present information about questionnaires that are used in this study and how data are analyzed. Data gathering is crucial in research, as the data is meant to contribute to a better understanding of a theoretical framework (Bernard 2002).

3.1 Deductive Approach

In this study deductive approach has been conducted in investigation stage. Deduction is the identification of an unknown particular, drawn from its resemblance to set of facts (Rothchild, 1994). Deductive approach method works from more general to more specific. Also it can be called as a top-down approach. “A deductive approach entails the development of a conceptual and theoretical structure prior to its testing through empirical observation” (Gill and Johnson, 1997).

3.2 Sample and Data Gathering Structure

Purposeful snowball sampling method is used to collect information from North Cyprus residents. “Sometimes snowball sampling, which is asking an informant to suggest another informant, follows purposive sampling (Brown 2005, Tran & Perry 2003)”. “Snowball sampling differs from purposive sampling in that purposive sampling does not necessarily use the source of an informant as an informant as well (Bernard 2002).”

Based on the information provided by the Turkish Republic of North Cyprus State Planning Organization North Cyprus has 313 thousand populations. Target respondents were found by using online sources, such as who liked or make comment to Northern Cyprus Ministry of Health's official website in Facebook, Near East hospitals website in Facebook, Burhan Nalbantoğlu Government Hospitals website and other hospitals located in North Cyprus. For each targeted respondent, individual Facebook message send it by adding the survey and the explanation. Data are collected in 2 months period (April-May 2017) by using online survey which at Google forms. The questionnaires were presented both Turkish and English language. Totally 430 surveys are conducted and there is no missing questions in the survey because in the Google Forms online survey, respondents should answer all questions otherwise they can not complete the survey.

3.3 Questionnaire Structure and Measures

3.3.1 Questionnaire Structure

All items in questionnaire were adopted from existing (Yu & Ko, 2012). The questionnaires were translated from English to Turkish and translated back by professional translators with Turkish as native language using back translation method (Parameswaran, 1987). There are 17 questions including demographic profiles but total numbers of questions are 55 including each item under the questions and demographic profiles (Appendix A). A pilot study was conducted using a sample of twenty-five respondents to make sure all questions clear. Twenty of the questionnaire used face to face survey and other twenty surveys are conducted in Google form in order to understand if questionnaires are easily understandable.

During the pilot study, respondents has no difficulties in understanding the questions, however in the sixth question original question was asking intentions of participants due to price but it is changed to find out intention due to willingness for price and time. Also in the last part of the questionnaire, 2 questions have been conducted to examine the respondents choice in health sector both in TRNC and Turkey (public or private hospitals).

In the questionnaire, there are 2 parts. The first part includes six questions. The first part measures the most important factors which lead to clients choose the medical tourism destination. The questions are aiming to evaluate:

- Most important factors in selection for medical tourism spot,
- Choice of medical tourists for medical services,
- Choice of medical tourists for well being and health,
- Expected inconveniences for Medical tourism in Turkey and TRNC,
- Intentions of North Cyprus residents toward medical tourism in Turkey,
- The impact of the control variables (Demographic Profile) on patients choice for medical tourism.

Under first question there are 9 different factors which are Quality, cost, modernization, communication, ease of accesibility and proximity, pre and post care services, attractiveness of tourist programs, climate and food etc. and security. The second question aims to find out client's perception about heavy and light treatments (plastic surgery, dental procedures, onchology, child birth etc) in Turkey. In the third question health care and well being programs are conducted to measure the perceptions of North Cyprus residents towards Turkey.

Under third question, seven different treatments have been asked. Such as esthetic, skin care services, comprehensive diagnostic services, spa etc. In forth and fifth questions, it is asked to find out if patients can experience inconveniences in medical tourism in Turkey and North Cyprus by asking ten items and one open ended question (others). In the last question which is asking the future intention of North Cyprus residents' participation toward medical tourism in Turkey because medical tourism is a practice, which individuals travel to other destination with the intention of receiving medical treatment. In the second part of questionnaire demographic profiles of respondents have been asked to find out the different perceptions according to the age, gender, education and annual income. Also to find out how many times they visited Turkey for MT purpose, how they find out the healthcare services in Turkey. In addition to this to find out if any organization in TRNC is helped to residents to travel for medical purpose and lastly to find out the perceptions of North Cyprus residents in deciding which facility they want to have treatment (government hospitals or private hospitals).

3.3.2 Measures

This study have contributed to identifying many factors of . the 5-point Likert scale was used for rating the importance of each factor however only future participation intention question utilized as a nominal scale (Yu & Ko, 2012). Each data entered in IBM SPSS Statistics 24 to analyze the demographic profile and perceptions of TRNC residents toward medical tourism in Turkey and TRNC. Responses to first to fifth questions were rated on five point scales (5= Very Agree and 1= Very Disagree). Higher scores in the questions one, two, three indicate higher selection however higher scores in the questions four and five reflect inconveniences.

3.4 Data Analysis

Past studies related to destination choice mainly focus on identifying important factors affecting destination choice, professional judgment and factor analysis are the main methods (Kim and Prideaux, et al., 2005). The data of this study were reported via different analytical tools. The respondent's demographic profiles were created by using frequency analysis. Mean, median, anova, t-test have been conducted to analyze respondent's answers. The main aim in using this analytical data bases are to find out the perceptions of the respondents regarding to their demographic profiles. T test used to analyze gender differences in the perception, anova used to find out perceptions of residents regarding 11 demographic profiles such as nationalities, education, and frequency of the travel on.

Chapter 4

FINDINGS

4.1 Findings

Table 3 shows the socioeconomic characteristics of the respondents. There are total of 7 demographic variables used in the current study. These are gender, age, education level, nationality, job status, monthly income, frequency of travel.

4.2 Medical Tourist Demographic Profile

Table 4: Socioeconomic Demographic Profiles of the respondents

Item	Frequency	Percentage
Age		
Less than 20's	3	0.7
20's	159	37.0
30's	127	29.5
40's	95	22.1
50's	31	7.2
60 and older	15	3.5
Gender		
Male	209	48.6
Female	221	51.4
Education		
Primary school	1	0.2
Secondary and High school	63	14.7
University	295	68.6
Post Graduate	71	16.5
Nationality		
Turkish Cypriot	202	47.0
Turkish	165	38.4
Others	63	14.7
Job Status		
Students	112	26.0
Academician	88	20.5
Retired	29	6.7
Private Sector	159	37.0

Public Sector	42	9.5
Monthly Income		
Less than 2000 TL	135	31.4
2000 – 4.999 TL	199	46.3
5000 – 10000 TL	71	16.5
+ 10000 TL	25	5.8
How Many Times They Visit Turkey For Medical Purpose		
Never Gone	126	29.3
1 st Time	172	40.0
2-5 Times	86	20.0
6-9 Times	12	2.8
+ 10Times	34	7.9
Which organization do you prefer to go in Turkey		
Public Hospital	34	7.9
Private Hospital	303	70.5
Neutral	93	21.6
Which organization do you prefer to go in North Cyprus		
Public Hospital	94	21.9
Private Hospital	289	66.5
Neutral	50	11.6
How did you find the organization		
Travel Agency	14	3.3
Internet	201	46.7
Recommendation	168	39.1
Government Fund	47	10.9
Did any organization support the visit to Turkey for MT		
Government	137	31.9
Health Insurance	29	6.7
None	257	59.8
Others	7	1.6

For this study, 430 respondents found and 221 of them were female and 209 of them were male. 159 of the respondents are around 20's and 127 of the respondents are in 30's. 202 (47%) of the respondents are Turkish Cypriot however 165 (38.4%) of the

respondents are Turkish citizens living in North Cyprus and 63 (14.7%) of the respondents are from other countries such as Russia, England, Germany and so on. More than half of the respondents had a bachelor degree with 295 response rate. Also 71 respondents also did their post graduate too. This shows that most of the respondents are educated people. 199 of the respondents' (46.3%) monthly income are between 2 thousand and 5 thousand Turkish Lira. 71 of the respondents are (16.5%) earning between 5 thousand to 10 thousand Turkish Lira. 159 (37.0%) of the respondents are working in private sector however 112 (26.0%) of the respondents are students, 88 (20.5%) of the respondents are Academician, 41 (9.5%) of the respondents are from public sector and 29 (6.7%) of the respondents are retired.

Most importantly 40% of the respondents visit Turkey for medical purpose first time however 29.3% of the respondents were never visits Turkey for medical tourism purpose. 20% of them were visited Turkey for between 2 and 5 times for MT purpose. According to the results, most of of the respondents (70.5%) are preferring to have medical service in private hospitals in Turkey. Also it is also asked for North Cyprus hospitals as well and again the respondents prefer to have medical treatments in the North Cyprus at private hospitals with 66.5 % response rates. 201 of the respondents were found the medical treatment organization by using internet search however 168 of them were found with recommendation. 47 of the respondents found the organization with government funding and the rest of the respondents (14) found the organization by taking help from travel agency. It is being asked to respondents if any organization in North Cyprus support the medical travel to Turkey and more than half of the respondents answered no with 59.8% response rate however 31.9% of the respondents replied government support them for travelling Turkey for medical purpose.

The table 5 shows the factors that are affecting North Cyprus resident's decisions when they are choosing medical tourism destinations. The top three factors that have highest importance for the respondents are security in medical services, quality, modernization of the facilities, pre and post care services. Cost found as a 4th most important factor in decision making. On the other hand, communication, proximity and accesibility, natural scenary and climate and attractiveness of tour package have been choosed not as much important like security for medical services, quality, modernization and cost.

Table 5: Factors that are affecting North Cyprus Residents decisions when choosing Medical Tourism destinations

	Frequency	Percentage	Sort By Importance*
Quality	392	92.5	2
Cost	372	86.5	5
Modernization	386	90.2	3
Communication	352	81.9	6
Proximity and Accesibility	349	81.1	7
Pre and post care services	385	89.4	4
Attractiveness of tour pack- age	239	55.5	9
Natural Scenary and climate	241	56.1	8
Security for medical services	401	93.2	1

*The number 1 represents the most important; the number 9 represents the least important.

The Table 6 illustrates the treatments the respondents like to have more in Turkey. 379 (88.1%) of the North Cyprus residents prefer to have major surgeries in Turkey. 328 (83.3%) of the respondents agreed on having eye, nose throat and ear surgeries in Turkey. 350 (81.4%) of the respondents also agreed on pre and post care medical services in Turkey. 302 (70.2%) of the respondents agreed and very agreed on having cosmetic and plastic surgeries in Turkey. 282 (65.5%) of the respondents like to have senile disease (ex: Dementia) treatments in Turkey. Lastly, 263 (61.1%) of the respondent like to travel Turkey for gynechology treatments.

Table 6: Medical services (heavy and light treatments) that North Cyprus resident are like to have in Turkey

	Fre- quency	Percentage	Ranking
Cosmetic & Plastic Surgery	302	70.2	5
Eye, nose Throat Ear	328	83.3	2
Gynechology	263	61.1	7
Onchology	345	80.2	4
Pre and Post Care	350	81.4	3
Major Surgeries	379	88.1	1
Senile Diseases	282	65.5	6

*The number 1 represents most demanded medical services in Turkey.

The Table 7 illustrates the respondents' choice on wellbeing and healthcare treatments they like to have more in Turkey. According to the responses, comprehensive diagnostic has 87.5% response rate. Spa, massage and thalasso is selected as a second wellbeing and health treatment that residents like to have with 79.6% response rates. Stress release and detox has been chosen as a 3rd most like to visit treatment services with 63% response rate. Esthetic and diet programs are chosen as a 61.7% response rate. Sports and spiritual things took 48.1% response rate and lastly meditation took 37.7% response rate.

Table 7: Health care and wellbeing services that North Cyprus residents like to have in Turkey

	Frequency	Percentage	Sort By Importance
Comprehensive Diagnostic	376	87.5	1
Esthetic Diet Program	265	61.7	4
Stress Release Detox	271	63	3
Skin Care Services	231	53.7	4
Spa Massage Thalasso	342	79.6	2
Meditation	162	37.7	6
Sport Spiritual Things	207	48.1	5

*The number 1 represents most demanded health care and wellbeing services in Turkey.

The Table 8 illustrates the factors that the North Cyprus residents expect to face inconveniences more in Turkey. According to the answers, the residents expect to face problems with the cost (192) of treatments as well as the lack of insurance (175). Also they are expecting to have expensive cost of tours.

In general, this table shows that the highest expected problem that residents can face is the cost however even cost is lower than 50%. So this shows that even more than half of the respondents thinking that there will be no problems regarding cost as well. The expected problems regarding transportation, pre post care services, communication, quality, modernization of the facilities and access to medical infos is lower then 30%.

Table 8: Expected Inconveniences in Medical tourism in Turkey

	Frequency	Percentage	Ranking
Transportation	118	27.5	4
Communication	81	18.9	6
Cost	192	44.7	1
Cost Of Tours	167	38.8	3
Quality	78	18.2	7
New Medical services and Facilities	70	16.3	8
Pre-Post care services	89	20.7	5
Medical Accidents	78	18.2	7
Access To medical Infos	55	12.8	9
Availability Of Insurance	175	40.7	2

*The number 1 represents most expected inconvenience in Turkey.

The Table 9 illustrates the inconveniences that the North Cyprus residents are expecting to face in the North Cyprus. According to the responses, 66% of the residents are expecting to face medical accidents in North Cyprus also 58.6% of the residents are expecting to face problems with modernization of the medical facilities and equipments. 3rd expected inconveniences are the access to medical infos with 53.5% response rate and low quality expentancy is following with 52.3% response rate.

Table 9: Expected Inconveniences in Medical tourism in North Cyprus

	Frequency	Percentage	Ranking
Transportation	133	30.9	7
Communication	79	18.3	10
Cost	189	43.9	6
Cost Of Tours	144	33.5	8
Quality	225	52.3	4
New Medical services and Facilities	252	58.6	2
Pre-Post care services	216	50.3	5
Medical Accidents	284	66	1
Access To medical Infos	231	53.7	3
Availability Of Insurance	110	25.5	9

*The number 1 represents most expected inconvenience in North Cyprus.

The result of the analysis in table 10 shows that two elements (medical activities and tourism activities) are related to selective factors. Tourism activities combine attractiveness of tour packages and natural beauty and food however; medical activities combine quality of service, modernity of the facilities/equipments, treatment cost, communication, pre and post care services and accesibility.

Another two elements (major and minor surgeries) are related to medical treatments which major surgeries includes high risk surgery, senile disease and rehabilitation and onchology however minor surgeries includes dentistry, gynechology and optometry.

Wellbeing and health are related to two elements (rehabilitation and life style related activities and aesthetic\health care services) . Aesthetic/ healthcare services includes skincare and diet programs, diagnostic programs and spa and massage therapy.

Lastly three elements are related to (stay and cost, information and insurance and medical and care services) inconveniences in Turkey and North Cyprus. Stay and cost includes difficulty to access the destination and high tour and medical services cost. Information and insurance includes communication, insurance and gathering informations.

Lastly medical and care services are including pre and post care services, lack of latest facilities and equipments, uncertainty of medical quality and bad managed medical accidents.

Table 10: Differences in Perceptions of Medical Tourism among North Cyprus Residents based on Gender

Factors	Elements	Gender	Sample Size	Mean	F-Value	P-Value
Selective Factors	<i>Tourism Activities</i>	Female	221	3.66	6.09	.014
		Male	209	3.56		
	<i>Medical Activities</i>	Female	221	4.25	18.51	.000
		Male	209	4.00		
Medical Treatments	<i>Minor Surgeries</i>	Female	221	3.83	10.12	.29
		Male	209	3.73		
	<i>Major Surgeries</i>	Female	221	4.19	3.77	0.053
		Male	209	3.94		
Wellbeing And Health	<i>Rehabilitation and lifestyle related activities</i>	Female	221	3.12	7.02	.008
		Male	209	3.14		
	<i>Aesthetic and Healthcare services</i>	Female	221	3.76	9.41	.002
		Male	209	3.61		
Inconveniences In Turkey	<i>Stay Cost</i>	Female	221	2.63	9.88	.002
		Male	209	2.67		
	<i>Information and insurance</i>	Female	221	3.49	.03	.86
		Male	209	2.48		
	<i>Medical services and care services</i>	Female	221	2.04	0.81	.81
		Male	209	2.45		
Inconveniences In Cyprus	<i>Stay Cost</i>	Female	221	2.70	1.88	.17
		Male	209	2.88		
	<i>Information and insurance</i>	Female	221	2.26	.04	.84
		Male	209	2.64		
	<i>Medical services and care services</i>	Female	221	3.52	4.96	.03
		Male	209	3.41		

The Table 11 shows the visiting intentions of North Cyprus residents toward medical tourism in Turkey. 122 of the respondents answered “ I am willing to revisit the medical tourism in Turkey” with 28,4% response rate. 107 of the respondents answered “ I intend to save time and money to revisit the MT in Turkey” with 24,9% response rate. 104 of the respondents replied “ I will make an effort to revisit the MT in Turkey” with 24,2% response rate. Lastly, 97 of the respondents answered “ I intend to revisit the MT in Turkey” with 22,6% response rate. According to table 10, most of the residents are willing to revisit the MT in Turkey. This shows that most of the residents who went to Turkey is satisfied from the service they are taking from the medical facilities. Also another big percentage of the residents are intending to save money and time for MT in Turkey. This shows that 107 of the respondents are like to have MT in Turkey and they are making effort to have these treatments.

Table 11: Intentions of North Cyprus Residents Toward Medical Tourism in Turkey

Item	Frequency	Percentage
I will make an effort to revisit the medical tourism in Turkey.	104	24.2
I intend to revisit the medical tourism in Turkey.	97	22.6
I am willing to revisit the medical tourism in Turkey.	122	28.4
I intend to save time and money to revisit the medical tourism in Turkey.	107	24.9
Total	430	100.0

Table 12 illustrates the differences of North Cyprus resident's perceptions based on the nationality. Based on the results, the selective factors are higher for Turkish Cypriots and other nation citizens in comparison to Turkish citizens. Also medical treatments are rated higher by other citizens and Turkish Cypriots. On the other hand, wellbeing and health programs are rated higher by Turkish residents in comparison to Turkish Cypriots and other nationalities. More over inconveniences in Turkey and North Cyprus have been rated higher by the other nationalities in comparison to Turkish Cypriots and Turkish citizens.

Table 12: Perceptions of North Cyprus residents according to nationality differences

		Selective Factors	Medical Treatments	Wellbeing and Health	Inconveniences in Turkey	Inconveniences in N. Cyprus
Turkish Cypriot	Mean	4.1249	4.0365	3.4173	2.3921	2.9158
	N	202	202	202	202	202
	Std. Deviation	.47941	.61058	.76691	.88556	.66926
Turkey	Mean	3.7273	3.7189	3.5342	2.6061	2.9527
	N	165	165	165	165	165
	Std. Deviation	1.00116	.89507	.96580	.98059	.78605
Others	Mean	3.9982	4.0456	3.3311	2.6476	3.0873
	N	63	63	63	63	63
	Std. Deviation	.28815	.43897	.55437	.73130	.85128
Total	Mean	3.9537	3.9160	3.4495	2.5116	2.9551
	N	430	430	430	430	430
	Std. Deviation	.73257	.73009	.82576	.90839	.74437

Table 13 illustrates the perception differences of North Cyprus resident's perceptions regarding the age. Based on table 13, less than 20's, 30's and for 40's selective factors and medical treatments are rated higher than 20's, 50's and 60 olders. However well-being and health and inconveniences in Turkey and North Cyprus has been rated higher by the less than 20's in comparison to other age groups .

Table 13: Perceptions of North Cyprus residents according to age differences

		Selec- tive Factors	Medical Treat- ments	Wellbe- ing and Health	Inconven- iences in Tur- key	Inconven- iences in T.R.N.C
Less than 20's	Mean	4.6667	4.5000	4.0000	4.5667	4.0000
	N	3	3	3	3	3
	Std. Devia- tion	.00000	.00000	.00000	.32146	.00000
20's	Mean	3.6911	3.4961	3.4079	2.7050	3.3258
	N	159	159	159	159	159
	Std. Devia- tion	.99095	.82418	1.01396	1.01805	.90457
30's	Mean	4.1015	4.1594	3.5489	2.3189	2.6992
	N	127	127	127	127	127
	Std. Devia- tion	.55131	.54955	.76497	.94791	.56925
40's	Mean	4.1825	4.2513	3.4737	2.4453	2.7758
	N	95	95	95	95	95
	Std. Devia- tion	.38725	.55588	.69308	.70632	.51833
50's	Mean	3.8925	4.1169	3.1935	2.3226	2.6742
	N	31	31	31	31	31
	Std. Devia- tion	.25737	.26405	.44653	.26547	.23800
60 and olde r	Mean	4.0222	3.6500	3.3143	2.4933	2.7000
	N	15	15	15	15	15
	Std. Devia- tion	.14055	.42835	.17245	.45898	.22678
To- tal	Mean	3.9537	3.9160	3.4495	2.5116	2.9551
	N	430	430	430	430	430
	Std. Devia- tion	.73257	.73009	.82576	.90839	.74437

Table 14 illustrates the differences of North Cyprus residents' perceptions based on the frequency of travel to Turkey for MT. According to the results, the selective factors are rated higher by the 1st time visitors and never gone residents.

Selective factors are more important for 1st and never gone residents because they consider these factors and choose the best medical destination after they evaluate the factors such as cost, ease of accessibility, communication and modernization of the facilities etc. For frequent medical traveller will not consider factors that much liken ever gone tourist and 1 time medical tourists.

Medical treatments rated higher by the 2- 5 times visitors in comparison to other frequencies. According to results most travellers for medical treatments are 2 to 5 times visitors to Turkey. It can be interpreted that every surgery needs pre and post care services so patient have to travel to Turkey for more than 2 times if they had any medical operations.

Wellbeing and health programs have been rated higher by the 6-9 times. Also inconveniences expected for Turkey and North Cyprus has been rated higher by the 6-9 times visitors in comparison to never gone, 1st time visitor, 2-5 times and more than 10 times.

This results shows that frequent visitors such as 6 to 9 times travellers are expecting more inconveniences and instead of medical treatments they are choosing to travel Turkey for wellbeing and health programs. Such as spa, thalassotherapy, diet and detox programs and check up programs.

Table 14: Perceptions of North Cyprus residents according to frequency of traveling to Turkey for MT

		Selec- tive Factors	Medical Treat- ments	Wellbe- ing and Health	Inconven- iences in Turkey	Inconven- iences in N.Cyprus
Never Gone	Mean	4.0423	3.7054	3.6440	2.9095	3.2032
	N	126	126	126	126	126
	Std. Devia- tion	.56793	.58255	.87854	.88917	.86911
1st time	Mean	4.1331	4.1265	3.4527	2.4023	2.8733
	N	172	172	172	172	172
	Std. Devia- tion	.42154	.52878	.58872	.83329	.47300
2-5 times	Mean	3.9832	4.2544	3.5664	2.2209	2.7500
	N	86	86	86	86	86
	Std. Devia- tion	.41557	.44036	.66519	.67530	.68286
6-9 times	Mean	3.8519	4.1458	3.8095	3.2333	3.1667
	N	12	12	12	12	12
	Std. Devia- tion	.72526	.39469	.72417	1.06969	.84351
+10 times	Mean	2.6797	2.6949	2.2899	2.0706	2.8941
	N	34	34	34	34	34
	Std. Devia- tion	1.5290 6	1.17872	1.10348	1.14085	1.15966
Total	Mean	3.9537	3.9160	3.4495	2.5116	2.9551
	N	430	430	430	430	430
	Std. Devia- tion	.73257	.73009	.82576	.90839	.74437

Table 15: Means, Standard Deviations and Correlations of the Study variables

Variables	1	2	3	4	5
1 Selective Factors	.88				
2 Medical Treatments	.649**	.84			
3 Wellbeing and Health	.506**	.532**	.80		
4 Inconveniences in Turkey	.260**	.049	.383**	.92	
5 Inconveniences in North Cyprus	.234**	.114*	.403**	.548	.82
<i>Mean</i>	3.95	3.92	3.45	2.51	2.95
<i>Standard deviation</i>	.733	.730	.820	.908	.744

Notes: Each variable's composite scores were obtained by averaging scores across items representing the measure. **Correlation significant at the 0.01 level (2-tailed), *Correlation is significant at the 0.05 level (2-tailed). () Chronbach Alpha Value

Table 15 is illustrating means, standard deviations and correlatins of the study variables. The correlation coefficients were significant at $p < 0.01$ and $p < 0.05$. All of the constructs are reliable.

It is noticeable that medical treatments are significantly correlated to selective factors ($r = 649$, $p < 0.01$). Also wellbeing and health is significantly correlated to selective factors ($r = 506$, $p < 0.01$). Inconveniences in Turkey ($r = 260$, $p < 0.01$) and inconveniences in North Cyprus ($r = 234$, $p < 0.01$) has significant correlation with selective factors.

Wellbeing and health is significantly correlated to medical treatments ($r = 532$, $p < 0.01$). Medical treatments correlated to Inconveniences in North Cyprus ($r = 114$, $p < 0.05$). However, a medical treatment does not correlate with inconveniences in Turkey.

Also an inconvenience in North Cyprus ($r = 403$, $p < 0.01$) does not correlate with inconveniences in Turkey ($r = 383$, $p < 0.01$). Inconveniences in Turkey and inconveniences in North Cyprus are significantly correlated to wellbeing and health.

4.3 Research Model According to Results

In the below, figure 8 is illustrating results of research model. On the left side of the model is showing the barriers and motivators for North Cyprus residents. Right side of the model shows the barriers however right side of the model shows the motivators for TRNC residents. Barriers for North Cyprus residents are insurance, attractiveness of tour packages, cost of treatments and cost of tour packages. Also motivators for North Cyprus residents are trust to medical staff, quality of medical services, security of medical services, modernization of the equipments and facilities, proximity and accessibility to the destination and communication and accessibility to medical informations.

Results show that if there will be any agreement between Turkey and TRNC about health insurance, it will eliminate the cost for tour packages and medical treatments which is barrier for North Cyprus residents. Moreover, tour operators should investigate the need of medical tourist to create more attractive tour packages because this factor also chosen as barrier for TRNC residents.

Motivators for TRNC residents are more when it is compared to barriers so this shows that perceptions of the residents are positive toward medical tourism in Turkey. If the barriers will be eliminated, then potential medical tourist number from TRNC will increase and it will be beneficial for Turkey's economy and ties between both countries will be more powerful and sustainable.

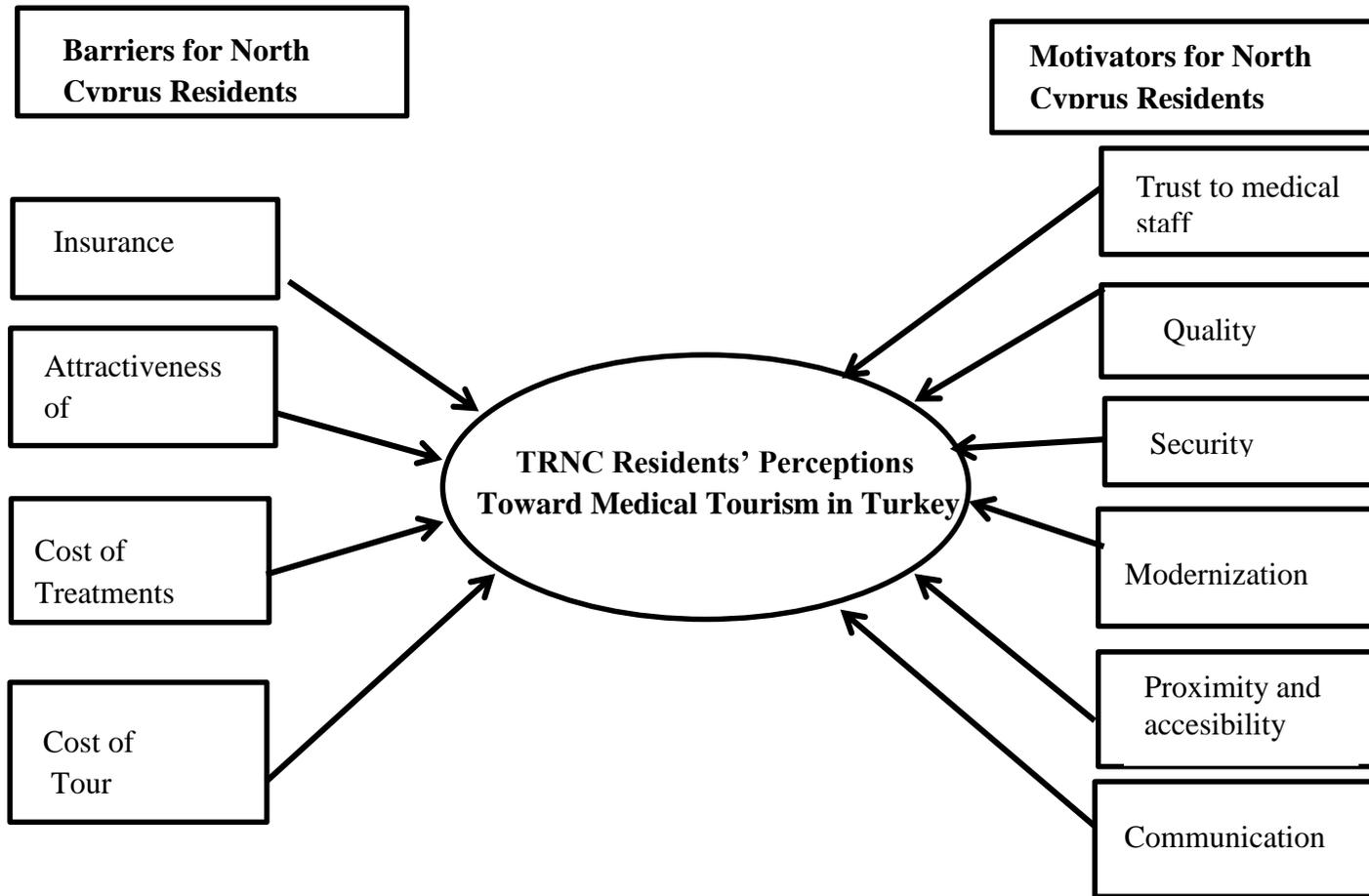


Figure 8: Research Model

Chapter 5

CONCLUSION

This final chapter discussed the findings and the implications of the study. Chapter 5 is composed of three sections. First section is providing the discussion which explains the results related to the objectives of this study. Second section of the conclusion is providing the limitation of this study and directions for further researches and lastly last section of the chapter 5 is addressing to the conclusion and the recommendations.

5.1 Discussion

The purpose of this study was to understand the perceptions of North Cyprus residents toward MT in Turkey. In addition to the perceptions, this study aims to find out the motivator factors for the North Cyprus residents for choosing Turkey as a main medical tourism spot. For this study, the push and pull motivation theory has been conducted.

Objectives for the study were to find out the most important factors when choosing destination for MT, perceptions of the North Cyprus residents for healthcare and well-being programs and treatments services in Turkey. Furthermore, other objectives of the thesis are to find out the residents' perceptions towards health care facilities and services in both North Cyprus and Turkey by understanding their future intention toward MT in Turkey.

Finally, this research finds out the differences of resident's perceptions according to the demographic profiles. Tourists are travelling based on push and pull motivators. Push motivation factors represent the intangible and intrinsic desires of human beings, which includes desire for escape, novelty seeking, adventure seeking, dream fulfillment, self exploration, rest and relaxation, health and fitness, prestige and socialization (Lam & Hsu et al., 2006). However, pull motivation factors represents the both tangible and intangible factors such as natural and historical attractions, physical environment, facilities, food, people and marketed image of the location (Klenosky et al., 2002). As it is mentioned before in literature section, internal forces push people to travel however external forces of the destination pull people to choose that destination (Lee & Klenosky et al., 2003).

Results shows that push factors such as seeking for health and fitness or resting and relaxation are motivating tourists to go abroad. Also internal forces such as lack of accredited hospitals or facilities, low quality of care and insecurity to employees in North Cyprus are pushing the residents to seek medical treatments abroad. External factors are motivating or pulling the medical tourists to travel to Turkey because residents are looking for safe physical environments, highest quality of facilities, good foods and friendly people and most important brand image of the medical tourism market is pulling the residents.

In addition to this political stability between North Cyprus and Turkey, same currency between both countries, close social ties regarding the culture, language and religion is another pulling factor for medical tourists. Pull and push motivational factors are effecting decisions and perceptions of North Cyprus residents.

According to results of this study medical tourist from different socio demographics are reported differences in their motivational behavior and perception. The results indicated that gender plays very significant and positive role on selective factors such as tourism and medical activities like quality, cost, modernization, communication, pre and post care services and security for medical facilities. Specifically, females support selective factors more than male respondents. In addition, the perceptions of females on medical treatments as well such as minor and major surgeries are different from perceptions of males. Again, females are supporting both minor and major surgeries more than men. Gender also plays positive effect on wellbeing and health. Especially rehabilitation and lifestyle related activities are more supported by males however; aesthetic and healthcare services are more supported from females. Gender has a both significant and no significant effect on Inconveniences in Turkey.

Cost has a significant effect on respondents especially for males however for information and insurance and medical and care services gender has no significant relationship. Also medical and health care services have a positive effect especially for female respondents. This results shows that cost of medical travel effects male respondents more than it affects females. According to the results, security for medical services is the most essential factor for North Cyprus residents to choose medical tourism destination. In addition, quality is very important for North Cyprus residents. Modernization of the facilities and equipment is another most important factor. Pre and post care services are another crucial factor because without care and trust to the medical employers' medical tourist will be unsatisfied. According to resident's cost is not as much important as expected because response rate for cost is not very high. This denotes that the cost is not a primary factor in the decision for health and medical related selections.

Communication and accessibility is not much important for residents when they are choosing destination for medical tourism. Furthermore, natural scenery and climate and attractiveness of tour package are not influencing residents' decisions when they are making. More than half of the respondents are not expecting any inconveniences regarding medical tourism in Turkey is less than Especially expected medical accidents, quality and modernization of the facilities rated as a not expected inconveniences.

This result shows that North Cyprus residents are trusting health employees and they are not expecting any medical accidents in Turkey. However medical accidents at North Cyprus are rated as a highest expected inconvenience by the residents. Also modernization of the facilities and equipments ranked as very high in North Cyprus but in Turkey this item chosen as a least important factor.

This shows that residents are finding Turkey's medical facilities more new and well equipped unlike in North Cyprus. The cost ranked as important factor for medical tourism in Turkey by less than half of the respondents. From this result, it can be interpreted that still most of the residents do not think that cost is very high for medical services and tour packages for medical tourism in Turkey. In North Cyprus, access to medical informations is ranked very high because residents can not reach or find the newest informations about the health issues. Moreover, if government or health institutes create a database for the clients that they can reach or take appointments online from the website, this will eliminate the unsatisfaction for access to medical informations. Furthermore, in the future, this can bring an advantage for the destination because with this technological advantage the North Cyprus can attract medical tour-

ists as well; especially for the IVF treatments which is very sensitive and needs confidentiality. Another issue that must be taken in consideration by the government is the availability of the medical insurance opportunities in Turkey. If government will make any agreements with Turkey about medical insurances, the cost will be reduced dramatically and this will lead to more potential medical tourists in Turkey.

Most of the North Cyprus residents are willing to revisit Turkey with the medical tourism purpose. Furthermore, the residents intend to save time and money to revisit Turkey for the MT. These results show that almost all of the respondents are satisfied and want to revisit Turkey. The selective factors have a positive relationship with medical treatments, wellbeing and health, inconveniences in Turkey and North Cyprus. This shows that factors are influencing the decision for the health services and inconveniences in both destinations. If the factors that has an importance for the patient is not met than other services will be influenced negatively. It means that client will not choose that destination as a medical spot and will keep searching for another destination until the important factors for them is met.

Medical treatments only have positive relationships with wellbeing and health and inconveniences in North Cyprus. Medical treatments and expected inconveniences in Turkey do not have any correlation with each other. This results shows that residents do not have as much expected inconveniences in Turkey as it is in North Cyprus. Also it can be interpreting that if amount of medical treatments increase in North Cyprus, residents believe that inconveniences for medical tourism will increase as well. So this shows that they do not trust to medical facilities and also they might think that there is not enough supply (modernization of the facilities, quality, pre and post care etc.) to

meet the high demand for medical treatments. So this will lead to increase in medical accidents. As an example amount of doctor or nurse number is very low in North Cyprus so if there is a too much clients then they might fail to care clients like they should have. Furthermore, inconveniences in Turkey and North Cyprus do not have any correlation between each other as well.

5.2 Limitations

Several limitations are unavoidably normal with this study. First of all for this study, low response rate is considered as a limitation and for further researches data should be collected from more residents especially Karpaz and Guzelyurt region should be taken into consideration too. Another limitation for this study is the language of the questionnaires. Original questionnaires are English however with back translation method, it is translated to Turkish but it could be translated to reach foreign residents such as Russian, German and so on their language as well. Even though majority of foreign residents could understand English some respondents may have not clearly understand the questions due to English being a second language. Third limitation for this study is using online survey. If it was self distributed questionnaire, targeted response rate would be reached more easily. Also there are some self reported bias because analyses conducted for this study were based on self reported data. Which means over or under reporting, unfavorable or favorable experiences or lack of memory or experiences would lead to bias for the study. Another limitation for this study is most of my respondents were age between 20's to 50's however older generation could not attend the surveys because questionnaires were online and younger generations are using more technological items.

5.3 Recommendation

Turkey and North Cyprus can take Singapore's or Malaysia's success in medical tourism as an example. Turkey has a great thermal tourism potential with many thallasso waters at different cities. Also Turkey is a very fast developing country in every aspect. Especially health tourism has been positively and significantly changed in recent years. Private health care facilities and services in Turkey have been adopted quality standards to attract more international patients. Also cost for medical tourism in Turkey is unquestionable when comparing with developed countries (Imran Aslan et al., 2014). Results showed that for TRNC residents' selective factors play very important roles in choosing destination for MT purpose. According to results only insurance is selected as a problem for the potential MT tourists in Turkey. If government will make any deal regarding to health sector both in North Cyprus and Turkey then it will create win win situation for both destinations. For example, Turkish residents can travel to Turkey for very reasonable prices to have treatments in quality facilities however North Cyprus resident can not travel Turkey like them because they do not have any insurance however as the result shows most of the Turkish Cypriots are still travelling to Turkey to have treatments without insurance. On the other hand, if the agreement between both countries will be made Turkey will gain more Turkish Cypriot as a potential medical tourist. Also Turkish residents from Turkey could travel to North Cyprus to have cheap IVF treatments with their accepted insurances if the agreement will be made. Turkey's most powerful strategic plan for medical tourism is to attend for the fairs and conferences in all around the world to promote its facilities. Political environment is playing very important role in tourism sector so President of Republic of Turkey Mr. Erdogan has a good relationship with Arabic countries as well as with Russia too. Therefore, these countries have high potential in receiving health care services in Turkey. People

from Arabian countries have high income level because they are rich in oil and petroleum also Russian's are reach for natural gas however Arabian countries are preferring Asian countries like Singapore. Turkey have to give more importance to technological developments and enough skilled staff only this can help them to improve healthcare industry and become successfully internationalized health tourism spot. In addition to this, agreements with insurance companies and social security system from potential tourist countries to cover spending in Turkey can lead to more international patients as well. Package tour programs can be another strategical weapon to attract international customers because packages can decrease costs and increase number of customers. North Cyprus can be also use tour packages as a strategic weapon to attract tourists. North Cyprus has a very good IVF treatment services and according to results cost of tours for medical tourism in Turkey is been ranked as a cheap however results also showed that accesing to medical informations is very difficult. To have tourist, medical informations should be visible and very easily reachable for the clients. Also this results show that, North Cyprus is failing to promote its health and medical tourism to other destinations. So they should attend more fairs to attract more tourists and introduce the destination. Also in Turkey, they are lacking in infertility treatment so if they open and improve in this field of medical sector they can increase the customers because there will be conglomerate diversification. The OECD report suggest that Turkey and other medical tourism countries are implementing policies to educate enough number of health workers and to keep that health workers have the right skills and competences. Results of the study showed that there are too many expected inconveniences from the residents for North Cyprus health sector. These policies can be implemented to North Cyprus as well to decrease the number of medical accidents and increase the trust of the residents toward medical services in North Cyprus. Another

recommendation for North Cyprus health care sector, results show that for residents Quality, cost and modernization of the health facilities are most important factors, so government should create standards for each healthcare services to meet this standard by investigating the health sector in the best medical destinations in the world such as India, Mexico etc. Also there should be legalized standards that health facilities should meet to keep the quality standards high and stabilized in all conditions. Health facilities should try to take Joint Commission International Accreditation to prove that they are providing the best quality in their facilities. North Cyprus is very relaxing island with helpful local people, warm climate and with its beautiful nature habitats both mountain and sea view. The basic recommendation for North Cyprus healthcare sector is to be more concentrated on elderly tourists which are called Geriatric tourists. According to results of this study especially 50's and 60's years old medical tourists are interested in the factors such as tour for cost, weather and food, ease of accessibility, modernization and so on. Also results showed that elderly people are most likely to travel to Turkey for medical treatments (minor or major surgeries). Since major or minor surgeries are more important for elderly residents because they trust to Turkey's medical tourism they are choosing to travel to have the surgery in abroad. However, if the selective factors for North Cyprus health sector will be meet elderly residents preferences then the country will keep their patients inside the island and if they can create positive word of mouth with highly innovated equipments, modern facilities, trust worthy employees resultus shows that Island could also attract tourists. Furthermore, North Cyprus has a luxurious all inclusive 5 star hotels and well equipped private hospitals. If government or travel agencies come together and create packages for North Cyprus they can attract more elderly tourists. Also in North Cyprus to attract elderly

tourist government or private sector can build fully equipped nursing homes by meeting 7/24 needs of elder people such as health services, food services, special diet programs, music time, game time etc. There should be more than 6 nursing homes in North Cyprus and it should be all in the same quality standards however the design of the facilities can be changed due to price of the nursing home. Moreover, North Cyprus is one of the most popular innovative fertility treatment destinations. North Cyprus should make health tourism fairs and invite travel agencies from all around the world to promote its potential. Most of the residents in North Cyprus is choosing private hospitals instead of public hospitals. This again shows that public hospitals service is failing to satisfy the patients. So, government should take this into consideration otherwise public hospitals will be lacking from both doctor and patients. As a result shows accessing into medical information is very difficult in North Cyprus. This shows that North Cyprus is lacking in advertising and promoting so if they will be more aggressive in the sector they can attract and welcome more medical tourist in every year. North Cyprus should use web sites more wisely because as it is known using online sources is cheaper and easier to reach more people. The impacts of crises are global and unpredictable, countries should incorporate crises management structures into their planning stage because this kind of crises can have occurred any time and country should be proactive rather than being reactive to the crises. Especially they can be more proactive in situations like natural disasters and diseases. Government should be strict about buildings structures, assurance, and safety and recovery incentives for the sector.

5.3.1 Future Research Recommendations

As medical tourism in the world gained popularity and become new phenomenon for late 20s century, there should be studies to be examined by considering the third parties in medical tourism. Cross cultural study comparison of other destinations can be done to investigate the other nationalities' perceptions and motivational factors. In addition, the future studies should consider the perceived risk and important role of the trust to healthcare sector and the employees in medical facilities. They should measure the importance of trust on medical tourists' behavioral motivation. Future research can be qualitative research to find out patient's perceptions more detailed with in depth interviews in the hospitals. Also for future research, another study should be investigating to find out the perceptions of health care employees in TRNC towards medical tourism in Turkey and North Cyprus. Especially researcher should analyze the differences of both countries by investigating the advantages and disadvantages of both countries medical tourism. Another recommendation for future researcher, it should be investigating the perceptions of medical tourists from coming Turkey to have medical services in North Cyprus by visiting the local or private hospitals and clinics to make surveys. Lastly for future studies should investigate the role of the medical tourism tour packages effect on medical tourists' behavior. In this study it has been asked but it wasn't detailed however further research can take this as a more indepth research. Lastly for further research, researcher can take into consideration other nations citizens (English, Russian, Iranian etc.) which they are residents in TRNC to find out their medical tourism perceptions and compare it with Turkish Cypriots perceptions.

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APPENDIX

Appendix A: Questionnaires

Questionnaires about medical tourism in Turkey

Dear Respondent:

The purpose of this survey is to investigate the preferences, perception and intentions of the North Cyprus Residents on medical tourism in Turkey. In this survey, medical tourism means tours which people visit a destination in order to experience medical services (including health care and wellbeing programs) and tourism activities. All your responses are confidential and used for research purposes only. It will be greatly appreciated if you allow us some time and fill in this questionnaire. Thank you very much.

If you have any questions about our research, please do not hesitate to contact Mrs. Tugce Kurtulus or Assoc. Prof. Dr. Ali Öztüren through her/his e-mail address: tugcekurtulus94@gmail.com and ali.ozturen@emu.edu.tr

Thank you for your kind cooperation.

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